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MARCH 1954

WILSON LIBRARY BULLETIN

IN TWO SECTIONS — SECTION 1

THE H. W. WILSON COMPANY • NEW YORK 52
PUBLISHERS TO THE LIBRARY WORLD INDEXES AND BIBLIOGRAPHICAL WORKS

WILSON LIBRARY BULLETIN

Vol. 28 No. 7

March 1954

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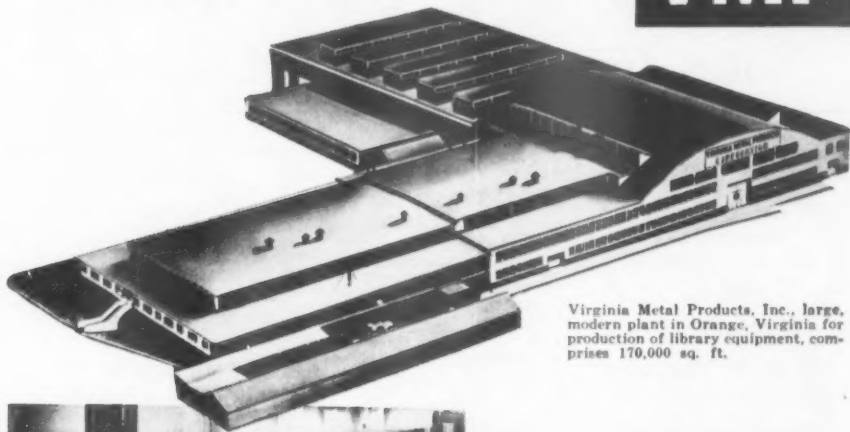
Manuscripts of service and interest to the library profession are invited.

[The Wilson Library Bulletin is indexed in the Readers' Guide and in Library Literature.]

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MARCH 4	APRIL 15	APRIL 22
<p>LIVING YOUR LATER YEARS by Kenneth Walker 208 pp. \$3.50</p> <p>HISTORY OF ECONOMIC ANALYSIS by Joseph A. Schumpeter 1,376 pp. illus. \$17.50</p> <p>HUMANITIES by Desmond MacCarthy 224 pp. \$3.50</p>	<p>THE OLD COUNTRY STORE by Gerald Carson 272 pp. Illustrated. \$5.00</p> <p>ART UNDER A DICTATORSHIP by Hellmut Lehmann-Haupt 272 pp. Illustrated. \$5.50</p>	<p>FREEDOM, LOYALTY, DISSENT by Henry Steele Commager \$2.50</p> <p><i>National Advertising and Promotion</i></p>
APRIL 29	MAY 6	<p>MEMORANDUM</p> <p>Watch for announcement of Oxford's Spring Religious List, including PAUL TILlich's Love, Power, and Justice</p>
<p>THE BURR CONSPIRACY by Thomas Perkins Abernethy 328 pp. Illustrated. \$6.00</p> <p>THE BACH FAMILY by Karl Geiringer 480 pp. Illustrated. \$7.50</p>	<p>STORIES ON STONE by Charles L. Wallis 272 pp. Illustrated. \$5.00</p> <p>THE RELAXED SELL by Thomas Whiteside 176 pp. Illustrated. \$3.50</p> <p>BLEEDING KANSAS by Alice Nichols 320 pp. \$4.50</p>	

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SEASONED TO TASTE

By Harry C. Bauer

DURING THE PAST FIFTY YEARS many librarians have qualified as creative writers choosing for their subject, "Library Architecture and Building." The reason for thus deserting books, cataloging, reference work, and other fields of competence and turning to that more alluring pastime, building plans and design, is understandable. In a zealous desire to build a "dream house," practically every librarian becomes, for a time at least, an eager Mr. Blandings. Perhaps, as Blandings was wont to believe, there is in the yearning "something deeper than mere cupidity"; it may even be "the nest-building instinct." Otherwise no one in his right mind would ever choose to collaborate with an architect. Architecture is the one profession in which the practitioner must live with his mistakes and errors in judgment. But as Mr. Blandings learned to his surprise, "there was nothing so, well, so *apbrodisiac*, as a set of building plans."

Few librarians and fewer architects have ever had the opportunity to design library buildings.

From his ordeal with Mr. Blandings, Mr. Simms, the patient architect, pondered carefully the merits of a scheme that might work well in library construction. The proposal would call for a huge national building fund from which anyone who wishes to build a library can obtain a grant to build "a practice one, free of charge." There is one stipulation concerning the finished structure: "as soon as it's built, it gets torn down." Then, if the government issues "a certificate of competence," the enthusiast can build for keeps.

The chief thing lacking in contemporary library planning is a consideration for beauty. A superficial examination of articles written by librarians reveals only three in which "beauty" is mentioned in the title. They are the ones written by H. D. Stallings in 1950 on "Beauty, Efficiency, Economy"; by L. W. Masters in 1942 on "Branch Beauty Treatment"; and the brief discourse of 1940 on the "Beautiful New Public Library" of London, Ontario. The argument is frequently presented that there is beauty in form and structure and that if a library is planned properly it will look beautiful without consideration of beauty *per se*. Experience seems to belie this assumption.

The shibboleth of modern library planners is *flexibility*, and the catch phrase is that a good building should be *modular, functional, and flexible*. There is an indifference to the meaning of *modular*. In fact, many people not only don't know what it means but mistakenly accept it as synonymous with the latest discovery or "that new look." *Module* is not a variant spelling of *modern*.

Emptiness and crowdedness, rather than shape and layout, are the great determinants as to whether a building is or is not functional and flexible. An empty building is always flexible and usually functional. A dirigible hangar, for example, would be

adaptable for library purposes if adequately heated and lighted. It would have all the flexibility imaginable, and would be highly functional if the librarians organized their work and collections efficiently.

For all their faults the early Carnegie buildings were sensible and attractive when new. They were likewise functional and flexible for they were based on excellent architectural plans developed by Edward L. Tilton. Today they are old and shabby, dark and dingy. A generous application of paint on the interior walls, the installation of bright lights, and some new furniture and floor coverings would go far towards rehabilitating such traditional libraries. To the extent that they are overcrowded, there is not much that can be done. The Carnegie libraries lost their flexibility when they became cluttered with books.

Most of the new library buildings are unattractive on the outside, resembling supermarkets more than they do libraries. On the inside, they are inviting and pleasing. Whether this is due to the bright lights, brand new furniture, clean floors and brightly painted walls is hard to say. How will they look fifty years from now? They may still be modular, and even functional since any dry, fire-proof building provides a fine "hotel for books." Will they be flexible? Certainly not, if they are crowded with books!

One should always remember that when visitors go to Oxford, they are more interested in visiting the old Bodleian library than the new one. People who genuinely like books appreciate places like the Folger library and the John Rylands library. Beautiful books deserve to be sheltered in beautiful buildings.

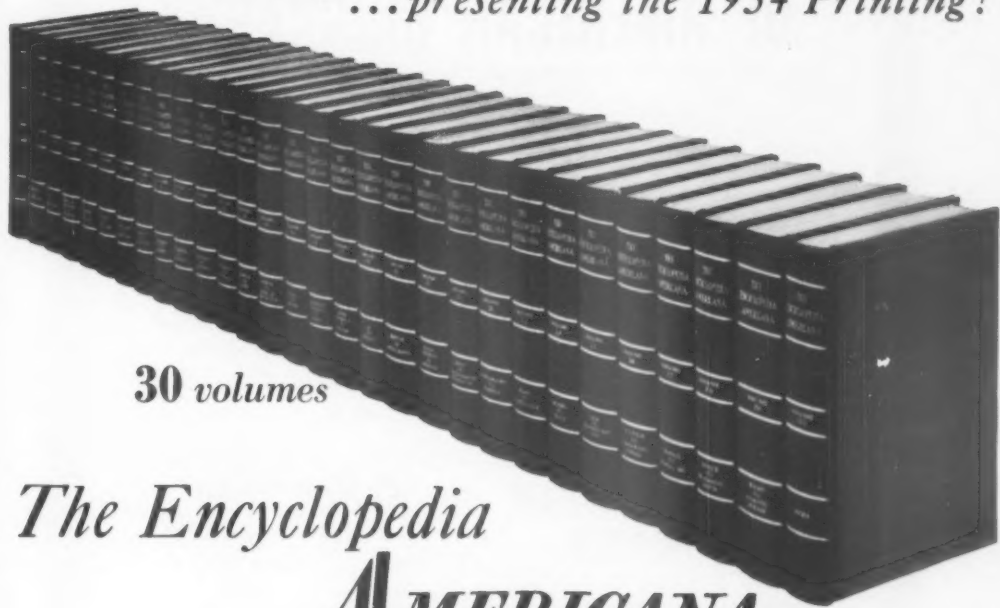
A Transplanted Idea

In Sheffield, England, the new Manor Branch Library, opened last year, is said to be the first library in Britain planned on the "unit" (i.e. modular) principle. The module chosen was a square, 13' 6" in length. The building is very attractive. The monotony associated with modular structures is overcome by a high ceiling in the central portion and the introduction of a "barrel roof light which has been constructed of concrete and special lenses." Clearestory windows also brighten the interior. There are no partitions but the various reading rooms are isolated from each other by the use of glass screens and armour plate doors. Readers can therefore see all the services the library offers and feel the full sweep of the ground floor. The interior supporting columns are so placed that the reading rooms appear to be divided into beautiful alcoves. The design and placement of the furniture and fixtures add to the effectiveness of the building plan. Great care went into the planning of the Manor Branch Library and librarian J. P. Lamb has thereby demonstrated that a building can be beautiful as well as practical.

Harry Bauer is Director of Libraries, University of Washington, Seattle.



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Awards

THE FUND FOR ADULT EDUCATION, an independent organization established by the Ford Foundation, has granted study awards to two North Carolina librarians, Margaret Johnston, librarian of the Haywood County Public Library, Waynesville, and Nell Wright, librarian of the Horton Branch Library in Winston-Salem. Both awards provide for three-month study periods. Mrs. Wright spent January and February in Detroit, and will complete her work in April with a month's study in Kent County. Miss Johnston began her work in Cleveland and Cuyahoga County, Ohio, in February. During the rest of her study period, she will also visit public libraries and other adult education agencies in Denver, Los Angeles, and Baltimore, where she will study procedures, techniques, and leadership.

W. H. Auden was announced winner of the 1953 Bollingen Prize in Poetry of the Yale University Library. The award of \$1,000 was made to the poet for his life's work. Earlier, he had won the King George's Gold Medal in England in 1937, the Award of Merit from the American Academy of Arts and Letters in 1945, and the Pulitzer Prize for Poetry in 1948 for "The Age of Anxiety," a poem on the frustrations of modern life.

Recipient of the 1954 fellowship of the Academy of American Poets is Louise Townsend Nicholl, author of five books of poems and the first woman to win the award that carries a stipend of \$5,000 for one year. The fellowship is given annually to an American who distinguishes himself in poetry.

The gold medal of the Poetry Society of America and \$100 for distinguished service to poetry were awarded to Witter Bynner, author of numerous poems, a recent study of D. H. Lawrence, and translator of Chinese poetry.

Other poetry award winners include:

Ruth Forbes Sherry, who received first prize of \$100 in the Poetry Society of America's annual award for her poem, "The Ruined Cathedral," and Arthur M. Sampley, who received the second prize of \$50 for his poem, "The Long Clock."

Mary Kennedy, whose poem, "The Unfortunate Male," won for her the William Rose Benet Memorial Award of \$100.

Dylan Thomas, whose *Collected Poems* were the basis of the posthumous award of the \$100 Edna St. Vincent Millay Memorial Award.

Conrad Aiken, recipient of the Ridgely Torrence Memorial Award of \$100 for his *Collected Poems*, as an outstanding book of poetry published in 1953.

Joanne de Longchamps, awarded the Reynolds Lyric Award for her poem, "R.S.V.P."

Marchette Chute, who received the Poetry Chap-Book Award of \$100 for her *Ben Jonson of Westminster*, an outstanding work on a poet published in 1953.

Albert S. Roe, granted the \$100 Emily S. Hamblen Memorial Award for a work on William Blake, his *Blake's Illustrations to the Divine Comedy*.

(Continued on page 522)

OPPORTUNITIES FOR LIBRARIANS

The subject of the 1954 Library Public Relations Council publicity award will be based on the American heritage idea, whether or not supported by the American Heritage Foundation.

Following are some of the points to be brought out in the report of the publicity for the program: newspaper releases, leaflets or fliers, radio or TV announcements, staff members as speakers to publicize the program, outside speakers, cooperation of other community groups, pictures of exhibits, pictures of meetings, other.

April 15 will be the last date for reports to be received by the Awards Committee. Please mail your reports to Dorothy E. Henry, chairman, at Sussex County Library, Newton, New Jersey.

If you would like to participate, your membership in LPRC is invited. Any person engaged in or actively interested in library public relations shall be eligible for membership and may become an active LPRC member upon payment of dues (\$2) to the treasurer, Signe B. Swenson, Pacific Branch, Brooklyn Public Library, 25 Fourth Avenue, Brooklyn, New York.

The Staff Association of the Detroit Public Library has announced that the Alma

Josenhans Scholarship of \$300 is to be awarded in 1954 to a worthy individual to assist toward his tuition at an accredited library school. Winner of the award will be chosen from among interested persons on the nonprofessional staffs of libraries in Detroit and the surrounding metropolitan area. All inquiries should be addressed to Jeanne English, Chairman, Josenhans Scholarship Committee, Music and Drama Department, The Detroit Public Library, 5201 Woodward Avenue, Detroit 2, Michigan.

The University of Florida Libraries are offering two graduate assistantships in the academic year 1954-1955 for study leading to a master or doctoral degree in a subject field other than library science. Graduate assistants work approximately 15 hours per week in the library, assisting in bibliographical research.

Stipend is \$1,200 for a nine-month period and holders of assistantships are exempt from out-of-state tuition fees. The deadline for filing formal applications is March 31.

Inquiries are invited from librarians or students in library schools who are interested in advanced work in subject fields. Application should be made to: Director of Libraries, University of Florida, Gainesville.

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Cat. 338	3/4"x1296"	1.57	1.42 ea.	1.29 ea.	1.15 ea.
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AWARDS

(Continued from page 520)

Winners of the annual Borestone Mountain Poetry Awards of California for a manuscript and published book of verse are Leah Bodine Drake, who received the \$1,250 award for "This Tilting Dust," and Paul S. Nickerson, who was awarded \$1,000 for his *The Edge of Light*.

The twelfth annual Carey-Thomas Award for distinguished creative book publishing honors Houghton Mifflin for the editorial planning, production, and handling of *The History of the Second World War*, by Sir Winston Churchill, now brought to completion in six volumes. Honorable mentions were given to Doubleday for the publishing of *The Columbia Historical Portrait of New York* by John A. Kouwenhoven, issued in connection with the Bicentennial of Columbia University, and to Rutgers University Press for the editing and publishing of *The Collected Works of Abraham Lincoln* in nine volumes.

Recipient of the Lauterbach Award for 1953 is news commentator Elmer Davis. The award of \$1,000 is administered by the Authors' League of America and given to "a person who has made through his writings a substantial contribution in the field of civil liberties."

The Prix Goncourt for 1953 has been awarded to Pierre Gascar for *Le Temps des Morts*. The award marks the fiftieth in the Prix Goncourt series.

Celia Bertin, author of *La Dernière Innocence*, has been named recipient of the Prix Renaudot 1953, on the basis of that work.

Winner of the Prix Femina 1953 is Zoe Oldenbourg, who received the award for *La Pierre Angulaire*.

Prix du Quai des Orfèvres 1953 (the major French detective fiction award) went to Cecil Saint-Laurent for *Sophie et le Crime*.

The Heinemann Foundation Awards went to Edwin Muir for his *Collected Poems* and to Reginald Pound for *Arnold Bennett*.

The John Llewellyn Rhys Memorial Prize was won by Rachel Trickett with her first novel, *The Return Home*.

The A.S.W. Rosenbach Fellows in Bibliography at the University of Pennsylvania for the next three years are Dr. Fredson Bowers, professor of English at the University of Virginia, who has been appointed fellow for the current year and will offer a series of lectures "On Editing Shakespeare and other Elizabethan Dramatists"; Dorothy Miner, director of the Walters Art Gallery of Baltimore, fellow for 1954-1955, who has chosen as her topic "The Medieval Illustrated Book"; and Dr. John H. Powell of Philadelphia, fellow for 1955-1956, who is to speak on "United States Government Publication, 1776-1816." The Rosenbach Fellowship was established in 1929 by the late Dr. Rosenbach of Philadelphia, internationally known dealer in rare books, to bring to the University of Pennsylvania distinguished scholars for the delivery of series of public lectures on topics in the field of bibliography.

This year for the first time a British writer took the first prize in the *Ellery Queen's Mystery Magazine* contest, with Roy Vickers, veteran detective writer, receiving \$2,000 for his story, "Double Image."

There were fifty-three awards in the ninth annual contest, totaling \$15,000. Second prize winners include Stanley Ellin, Zenna Henderson, Dorothy S. Davis, Philip MacDonald, Juanita Sheridan, and Margaret Millar.

Among the third prize recipients are John R. Macdonald, Hayden Howard, James Yaffe, Harry Miner, Phyllis Bentley, Stuart Palmer, and Craig Rice.

In the "First Stories" category, Joseph Whitehill received first prize for "The Day of the Last Rock Fight." A special posthumous award for a previously unpublished story was made to Ring W. Lardner for "Claude Diphthong, Student of Crime."

Recipient of the 1953 Modern Language Association-Macmillan Award is Professor Leslie Hotson, who received the award for his manuscript, "The First Night of Twelfth Night." The award is presented for a book which, through sound research, contributes to a general understanding of English and American literature.

Winners of the second International Christian Textbook contest of the Zondervan Publishing House of Grand Rapids, Michigan, are Merrill F. Unger who received the \$1,500 first prize for *Archaeology and the Old Testament*; Mark G. Cambron, who was awarded the second prize of \$350 for *Bible Doctrines*; and the Rev. David Miles Dawson, Jr., awarded the \$150 third prize for *More Power to the Evangel*.

OBITUARIES

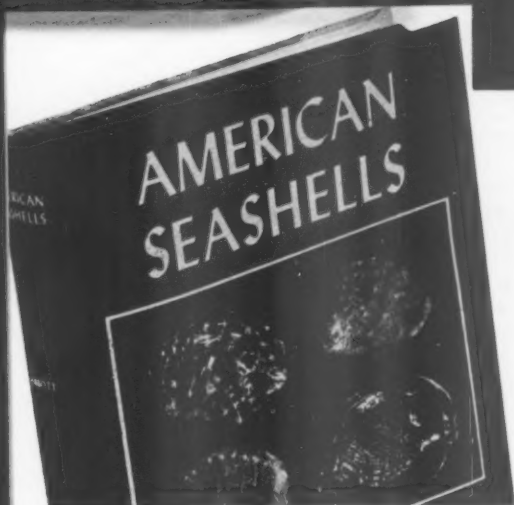
—? CAPT. EVAN JOHN SIMPSON, British author and playwright under the name of Evan John; intelligence officer in Greece during World War II; found shot to death on December 27th; near his farm at Henley, England; fifty-two.

December 31. MARY ELIZABETH STAFFORD ROOT, a pioneer in organizing children's departments in libraries; in West Hartford, Connecticut; eighty-five. Beginning her work in the Providence, Rhode Island, Public Library, where she served as children's librarian from 1900 to 1922, Miss Root was active in public libraries in Lynchburg, Virginia; Weston County, West Virginia; Great Neck, New York; Athol, North Adams, and Petersham, Massachusetts; West Hartford, and Farmington, Connecticut. Miss Root was in 1927 a special lecturer on tax support for the Maryland Library Commission and later was a free-lance librarian and lecturer on children's reading.

January 1. LEONARD BACON, winner in 1941 of the Pulitzer Prize for Poetry for his anthology, *Sunderland Capture and Other Poems*; in South Kingstown, Rhode Island; sixty-six. Mr. Bacon was the author of a number of volumes of poetry and had contributed many articles to literary publications. His *Ulug Beg* (1923) and *Pb. D's* were followed by *Animula Vagula*. In 1934, Mr. Bacon turned to the career of the French poet, Rimbaud, in *Dream and Action*. In *The Goose on the Capitol*, he turned to national politics, and in 1939 his autobiography, *Semi-Centennial*, appeared. Among Mr. Bacon's other books of verse are: *The Legend of Quincibald*; *Lost Buffalo*; *The Voyage of Antoleon*; *Guinea Fowl and Other Poultry*; *Rhyme and Punishment*, and *Bullinger Bound*.

(Continued on page 524)

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OBITUARIES

(Continued from page 522)

January 1. VISCOUNT NORWICH, diplomat, politician, and author; aboard the French ship *Colombie* while on a holiday cruise to the West Indies; sixty-three. Lord Norwich, who had served in Great Britain's Parliament, government, and diplomatic service over three decades as ALFRED DUFF COOPER, was knighted by King George VI in 1948 and was made a viscount by Queen Elizabeth II in her birthday honors list of June 4, 1952. His autobiography, *Old Men Forget*, was published last fall. Lord Norwich also was the author of an authoritative work on Talleyrand and a two-volume official biography of Field Marshal Earl Haig. Among his other books are *David*; *The Second World War, 1939*; and *Sergeant Shakespeare*. His one work of fiction, a novel entitled *Operation Heartbreak*, was published in 1951.

January 2. FREDERICK WARREN COZENS, director of physical education at the University of California in Berkeley and earlier the first football coach of the University of California at Los Angeles; after being stricken suddenly; in Los Angeles; sixty-three. Mr. Cozens was author and coauthor of numerous books dealing with physical education. His latest is *Sports in America*.

January 2. JOHN FRANCIS, JR., writer and Washington attorney; in Elizabethtown, Pennsylvania; seventy-eight. Mr. Francis' best known works were published in the 1920's. The first, *The Triumph of Virginia Dale*, was followed by *The Successful Mr. Bagley*. Mr. Francis was also a contributor to the *Dictionary of American Biography* and the *Dictionary of American History*.

January 2. NILS WILHELM LUND, professor and former dean at North Park Theological Seminary; in Chicago; sixty-eight. Dr. Lund was the author of many articles, and a book, *Chiasmus in the New Testament*.

January 3. HENRY FARRAND GRIFFIN, novelist and retired advertising executive; in Falmouth, Massachusetts; seventy-three. Mr. Griffin was the author of two historical novels, *The White Cockade* and *Paradise Street*.

January 3. TABEA HOFMANN, an artist who specialized in painting flowers and plants; after a long illness; in New York City; forty-eight. Articles on flowers, written and illustrated by Miss Hofmann, have appeared regularly. She was the illustrator of fifteen books on gardening and allied subjects, including John Kieran's *Introduction to Wildflowers*.

January 3. MONTGOMERY S. LEWIS, investment broker, civic leader, and authority on Abraham Lincoln; in Indianapolis, Indiana; sixty-six. Mr. Lewis possessed a collection of books and pamphlets on the Civil War President. His book, *Legends That Libel Lincoln*, sought to put the record straight on what he considered distortions of fact about Lincoln's father, his wife, and Ann Rutledge.

January 3. THE REV. DR. J. LANE MILLER, pastor of the Rye, New York, Methodist Church and lecturer on the Holy Land, which he had visited eight times; of a heart attack; in Port Chester, New York; sixty-nine. Dr. Miller and his wife, the former Madeleine Sweeney, were coauthors of

Harper's *Bible Dictionary*, *An Encyclopedia of Bible Life*, and a travel book, *Cruising the Mediterranean*.

January 3. RUTH DAVIS PERRY, director of the nursery and kindergarten school of New York's Riverside Church for twenty years; after an illness of several months; in New York City; sixty. Miss Perry, who lectured and wrote on child development, was the author of *Children Need Adults*, a discussion of the preschool child for the nontechnical reader.

January 3. HENRY EDWARD ROOD, former newspaper editor and writer in New York and Philadelphia; in Greensboro, North Carolina; eighty-six. Mr. Rood was the author of a number of books, including *Memories of the White House*, written from diaries and papers of William H. Crook, President Lincoln's bodyguard, who served on the White House staff for forty-six years.

January 4. GEORGE WOODHOUSE, one of the leading English piano teachers and author of books on his method; in Fareham, Hampshire, England. Mr. Woodhouse, the inventor of a practice rubber keyboard, was well known in the United States for his *The New Way to Piano Technique*, published here and in London. He was also the author of *Creative Technique, From Keyboard to Music*, and *A Realistic Approach to Piano Playing*.

— ? COL. GEN. OF ARTILLERY NIKOLAI DROZDOV of the Soviet Union, whose death was announced in the Soviet armed forces newspaper, *Red Star*, on January 5; described as "possibly" the oldest general in the Soviet Army on active duty; ninety-one. A doctor of technical science and a Stalin Prize winner, General Drozdov was the author of thirty-seven books and papers on ballistics and artillery technique, the last of which he finished at the age of ninety.

January 5. ALGERNON LEE of New York; president of the Rand School of Social Science; a leader for half a century of the American Socialist movement; after a long illness; in Amityville, Long Island; eighty. Mr. Lee, who in his writings was a vehement anti-Communist, wrote extensively for magazines and newspapers on political and international affairs and was the author of *Essentials of Marx* and coauthor of *European Ideologies*.

January 5. AIME FELIX TSCHIFFELY, Swiss-born author and traveler who attracted wide notice in the 1920's for a 10,000-mile horseback ride from Buenos Aires to Washington; after a long illness; in London; fifty-eight. Mr. Tschiffely's earliest book about his exploits, *Tschiffely's Ride*, in 1933, became a best seller. He never abandoned the original premise of his first book—that a man's best friend is the horse—and later wrote *Bridle Paths*, reporting on a trip by horseback through England. His other books include *The Way Southward*, *The Tale of Two Horses*, *Bohemia Junction* (1950), and *Round and About Spain* (1952).

January 6. HARRY LESLIE WALKER, architect of and past president of the board of trustees of the Bronxville, New York, Public Library; of a heart attack; in Bronxville; seventy-six.

January 6. ROLAND C. WILLCOX, former librarian of the Westfield, Massachusetts, Athenaeum; in Westfield; thirty-nine. A former president of the

(Continued on page 526)



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OBITUARIES

(Continued from page 524)

Western Massachusetts Library Association, Mr. Willcox had resigned his Westfield position in 1952 to become librarian of the regional Library Service Center in Watertown, New York, a pioneering project in the field of state aid to small public libraries. He began his library work as a page at the Holyoke Public Library in 1929 and later joined the Springfield, Massachusetts, Public Library.

January 8. SARAH LUCILE BREWER, Cornell University home economics professor; author of several cook books and a guide to home canning; in Ithaca, New York.

January 8. HENRY S. CURTIS, nationally known recreation authority; after a cerebral hemorrhage; in Aurora, Ohio; eighty-three. Dr. Curtis, who had taught recreation at Cornell, Columbia, and Harvard Universities, was the author of many books and magazine articles on recreation and problems of the aging.

January 9. ELIZABETH GERTRUDE STERN, author, under the pen name of ELEANOR MORTON, of essays, short stories, and novels published in this country and abroad; after a long illness; in Philadelphia; sixty-four. Mrs. Stern's most recent book, published last year, is *The Women in Gandhi's Life*. Her first book, *My Mother and I*, was expanded under the same title as a fictionalized biography of immigrants in the United States, with an introduction by President Theodore Roosevelt. Her essays were published in a book, *Not All Laughter*, with an introduction by the late Fulton Oursler. Another biography, that of a Quaker leader, *Josiah White—Prince of Pioneers*, was published with an introduction by Henry Cadbury, chairman of the American Friends Service Committee. Among Mrs. Stern's novels are *Gambler's Wife*, *A Marriage Was Made*, and *This Ecstasy*. She also was the author of *When Love Comes to a Woman*, *I Am a Woman and a Jew*, *Vacations from Prison*, and *Sanctuary*. Mrs. Stern, who headed two New York settlement houses, was the wife of Leon Thomas Stern, penologist. With him, she wrote many articles about social problems. They were joint authors of a book, *A Friend in Court*, based on the work of the Municipal Court in Philadelphia.

January 10. CHESTER WILMOT, Australian war correspondent and author of *The Struggle for Europe*, a one-volume history of World War II; in the crash of a British Comet jet airliner between the islands of Elba and Monte Cristo; forty-two.

January 11. MARY MCNEILL FENOLLOSA, who wrote novels and poems under the pen name of SIDNEY MCCALL; near Montrose, Alabama; eighty-eight. Mrs. Fenollosa's best known novels are *Truth Dexter*, *Red Horse Hill*, *Adriadne of Allan Water*, and *The Dragon-Painter*. Her works deal mostly with the South and Japan, where she lived at various times. Her last literary work was editing and preparing for publication two volumes written by her third husband, Professor Ernest F. Fenollosa, *Epochs of Chinese and Japanese Art*, published about forty years ago.

January 12. MARY AVERILL, former honorary curator of the Japanese garden of the Brooklyn Botanic

Garden; after a long illness; in New York City; eighty-seven. Miss Averill, who had lived for several years in Japan and studied horticulture, wrote two books, *Japanese Flower Arrangements Applied to Western Needs* and *The Flower Art of Japan*.

January 12. HENRY E. COE, former member of the New York Stock Exchange; after an illness of several months; in Cold Spring Harbor, New York; fifty-nine. Mr. Coe was a former trustee of the Yale Library Associates and a fellow of the Morgan Library.

January 13. HENRY F. GRIFFIN, retired advertising executive; novelist; in Falmouth, Massachusetts; seventy-three. Mr. Griffin was the author of two historical novels, *The White Cockade* and *Paradise Street*.

January 13. GARIBALDI M. LAPOLLA, author; principal of Brooklyn's Public School 174; after an illness of more than two weeks; in New York City; sixty-five. Born in Italy and brought to this country as an infant, Mr. Lapolla focused on the lives and aspirations of Italians in New York in two novels, *The Fire in the Flesh* and *The Grand Genaro*. A third novel, *Miss Rollins in Love*, was about a school teacher. A World War I mess sergeant and the son of an Italian chef, Mr. Lapolla wrote and illustrated two cookbooks which were published last year—*Italian Cooking for the American Kitchen* and *The Mushroom Cookbook*.

January 14. ALBERTO ALBERTINI, who with his brother, Luigi, made *Corriere Della Sera* of Milan a leading European newspaper; of a bronchial infection; in Naples; seventy-five. Signor Albertini was the author of three novels, *Two Years*, *Croesus*, and *Without End*; a life of Luigi Albertini; and a volume of meditations, *The Faith for an Aspirant to Faith*.

January 14. FRANK SHAY, author and authority on chauties known to a wide circle of Cape Cod summer residents as the proprietor of Shay's Book Shop at Provincetown; in his sleep; in Wellfleet, Massachusetts. Mr. Shay had written about forty-five books. The most recent, *Tall Ships Flying*, was published last year. Other works include *American Sea Songs and Chauties*, *Sailors Treasury*, *Iron Men and Wooden Ships*, *The Best Men Are Cooks*, and *Before Night Fell*. With his wife, Edith Foley Shay, he was coauthor of *Sand in Their Shoes: A Cape Cod Reader*. Mr. Shay was a Greenwich Village resident of the post-World War I golden age of New York's literary and artistic community. In his Washington Square Book Shop the Washington Square Players, a group that ultimately became the Theater Guild, began their career, and the Provincetown Players had their New York start. During this period, he also conducted small publishing ventures, introducing to the public such writers as Eugene O'Neill, Susan Glaspell, and Edna St. Vincent Millay. Mr. Shay's other books include: *The Bibliography of Walt Whitman*; *Here's Audacity!*; *Incredible Pizarro, Conqueror of Peru*; *Judge Lynch, His First Hundred Years*; *The Bos'n's Locker*; *Folklore of American Sailormen*; and *Pious Friends and Drunken Companions*, a song book he edited during prohibition. (For complete biographical sketch, see the Wilson Library Bulletin, June 1952, page 794.)

(Continued on page 528)

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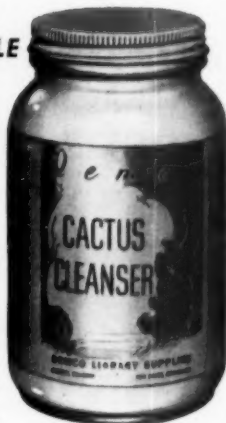
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OBITUARIES

(Continued from page 526)

January 15. ROBERT SHAWMUT BARTON, author of several books on Abraham Lincoln; in Foxboro, Massachusetts; sixty.

January 16. FRANK H. BROCK, a rackets investigator since 1915 for Better Business Bureaus and other private investigators who was known for his writing about frauds against the unsuspecting; in Utica, New York; sixty-seven. Among his written work was *The Run for Your Money*, on which he collaborated with Jerome Ellison.

January 16. GASTON LICHTENSTEIN, historian and researcher who participated in the discovery of the letters of Patrick Henry, written while the latter was Governor of Virginia; in Richmond, Virginia; seventy-five. Mr. Lichtenstein was coauthor of a history of Jews in Richmond from 1796 through 1917.

— ? MIKHAIL PRISHVIN, Russian author, whose death was announced on January 17th; eighty. Mr. Prishvin's short stories and folk tales have been translated into so many languages. At least two of his books were translated into English and published in New York. His book, *Jen Sheng; The Root of Life*, is the story of a young man's absorption in the world of nature. *The Lake and the Woods* is another excursion in nature writing.

January 17. SIR ERNEST (JOHN PICKSTONE) BENN, British publisher and critic of government regulation and centralization; after a period of failing health; in Oxted, Surrey; seventy-eight. The former chairman of the publishing firms of Benn Brothers, Ltd. and Ernest Benn, Ltd., Sir Ernest was the author of numerous pamphlets and books on economic individualism. The latter include *The Confession of a Capitalist*, *Letters of an Individualist*, *The Return of Laissez Faire*, *This Soft Age*, *Benn's Progress*, *Governed to Death*, and a volume of recollections and reflections, *Happier Days*.

January 17. LEONARD E. DICKSON, one of the nation's foremost mathematicians; in Harlingen, Texas; seventy-nine. Mr. Dickson, professor emeritus of mathematics at the University of Chicago, was best known for his work in the theory of numbers. He was the author of more than fifteen books on mathematics, his works including a monograph on *The Arithmetic of Higher Number Systems* and a volume on *Algebras and Their Arithmetics*.

January 17. WALTER EDWIN PECK, Oxford graduate, former professor, and author, whose once brilliant career ended in obscurity in the Bowery; after being taken to a hospital unconscious from a hallway; in New York; sixty-two. Professor Peck taught at Hunter College from 1927 to 1929, after having held posts at other colleges, and was the author of several books before falling into obscurity. His works included *Shelley, His Life and Work*, a two-volume study which sold for \$12.50 in its regular edition and for \$40 in a limited autographed edition. He was coeditor, with Roger Ingpen, of *Shelley's Complete Works*, a ten-volume limited edition priced at \$160. Byron's *Seventeen Letters to an Unknown Lady*, with an introduction and notes by Professor Peck, who edited them, were published in 1930. A few years earlier, he brought out, in a private printing, *Shelley's Ballad: Young Parson Richards*, published for the first time from the manuscript in the Harvard University Library.

January 18. **ELSIE A. MERRIMAN**, a founder of Mills College of Education; in New York City; ninety-three. A pioneer in the field of teacher education for early childhood classes, Miss Merriman specialized in methods of teaching music to children. With Harriette Melissa Mills, she was co-author of two textbooks for teachers: *Nature Songs and Stories for the Home, School and Kindergarten*; and *Swing-Away Songs for Children*.

January 19. **CLARENCE HAWKES**, author and naturalist known for years as the "Blind Poet of Hadley" (Massachusetts); after a brief illness; in Northampton, Massachusetts; eighty-four. Dr. Hawkes, who suffered the amputation of his left leg at the age of nine, four years before he lost his sight, was the author of scores of books and thousands of poems. His writings include children's stories, books on nature, and autobiographical works.

January 19. **WILLIAM HARRISON UKERS**, author of many books on tea and coffee and since 1904 editor and publisher of the *Tea and Coffee Trade Journal*; after a long illness; in New York City; eighty. His books include: *The Romance of Tea, All About Coffee, A Trip to Brazil, Coffee Merchandising, A Little Journey to Japan, A Trip to India, A Little Journey to Insulinde, All About Tea, and The Romance of Coffee*.

— ? **BORIS L. GORBATOV**, Soviet novelist, Stalin Prize winner, and board member of the Union of Soviet Writers; death was announced in *Izvestia* on January 21st. Mr. Gorbatov, who attacked former President Truman, comparing him to Hitler, visited Okinawa in 1946 and wrote about what he called *U. S. Camps of Death*.

January 21. **ANISOARA STAN**, author and lecturer; after a short illness; in New York City; fifty-four. Miss Stan, in private life Mrs. Joseph D. Rubin, was the author of *They Crossed Mountains and Oceans*, describing the folkways of her native Romania, and *The Romanian Cook Book*, published in 1951.

January 22. **MARY SCHAUFFLER PLATT**, writer and former Presbyterian missionary; in New Haven, Connecticut; eighty-five. Mrs. Platt wrote and edited several books on missions and Christian living. Among them were *The Child in the Midst, The Home with the Open Door, A Straight Way Toward Tomorrow, The Heart with the Open Door, and Christ Comes to the Village*.

January 24. **BEN HUR LAMPMAN**, writer and poet laureate of Oregon; after a series of cerebral hemorrhages; in Portland, Oregon; sixty-seven. Mr. Lampman, associate editor of the *Portland Oregonian*, was widely known for his writings on nature and other subjects. His books include *At the End of the Car Line, How Could I Be Forgetting?, The Tramp Printer, and The Coming of the Pond Fishes*.

January 24. **HAROLD HAYDEN NELSON**, Egyptologist; professor emeritus and former director of the Oriental Institute of the University of Chicago; seventy-five. An authority on ancient temples, Dr. Nelson had been for more than twenty-two years field director of the Oriental Institute's epigraphic and architectural survey at Luxor, Egypt. Director of the University of Chicago's studies of the temples of the Pharaohs at Medinet, Habu, and Karnak until 1946, Dr. Nelson was the author or coauthor of twelve books on ancient Egypt, as well as being

(Continued on page 530)

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OBITUARIES

(Continued from page 529)

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January 24. (HUMPHREY) HUME WRONG, Canadian Under Secretary of State for External Affairs and until recently Canadian Ambassador to the United States; of a heart attack; in Ottawa; fifty-nine. Mr. Wrong was the author of *The Government of the West Indies* and *Sir Alexander MacKenzie*.

January 26. WALDO R. BROWNE, editor and author; after a brief illness; in Warwick, New York; seventy-eight. Mr. Browne was the author of *Aligeld of Illinois*, published in 1924. Last year he rewrote the book under a new title, *Brave as the Truth: A Biography of John Peter Aligeld*. He was the author also of *Chronicles of an American Home* and had compiled or edited numerous other books, including *What's What in the Labor Movement: A Dictionary of Labor Affairs and Labor Terminology* and *Leviathan in Crisis: An International Symposium on the State*.

January 29. WALTER C. ARENSBERG, one of the world's leading art collectors; of a heart attack; in Los Angeles; seventy-five. Mr. Arensberg's books include: *Poems, Idols, The Cryptography of Dante, The Cryptography of Shakespeare, The Secret Grave of Francis Bacon at Lichfield, The Burial of Francis Bacon and His Mother in the Lichfield Chapter House, Baconian Keys, The Shakespearean Mystery, The Magic Ring of Francis Bacon, and Francis Bacon, William Butts and the Pagets of Beaudesert*.

January 29. HENRY W. ELSON, former president of Thiel College and professor, author, historian, lecturer, and minister; in Plainfield, New Jersey; ninety-six. Dr. Elson was most widely known for *Modern Times and the Living Past*, an illustrated history of the world published in 1921 whose sales exceeded a million copies. He was also the author of *Star Gazer's Handbook, Historical Biographies for Children*, five volumes of the *History of the United States, Photographic History of the Civil War, A Guide to American History for Schools*, and *Through the Years with Our Constitution*.

January 29. HENRY CARRINGTON LANCASTER, research professor and professor emeritus of French literature at Johns Hopkins University; after a brief illness; seventy-one. Dr. Lancaster, whose scholarship in French literature added to the world position of Johns Hopkins, had finished his twenty-sixth book and was editor of *Modern Language Notes*, a publication with which he had been associated for more than thirty years.

January 31. FANNY BORDEN, librarian emerita of Vassar College; in Poughkeepsie, New York; seventy-seven. An 1898 graduate of Vassar, Miss Borden had spent thirty-seven of her forty-four years as a librarian in the service of her alma mater. Earlier, she served from 1901 to 1903 as assistant librarian at Bryn Mawr College and from 1903-1906 as associate librarian of Smith College. She returned to Vassar in 1908, where she served successively as assistant, classifier and cataloger, and reference librarian until she was named librarian in 1928. Under her administration, the library's collection facilities and services were continually expanded and in 1937 the Van Ingen Library was added. Since her retirement in 1947, Miss Borden had worked on a history of the Vassar Library.



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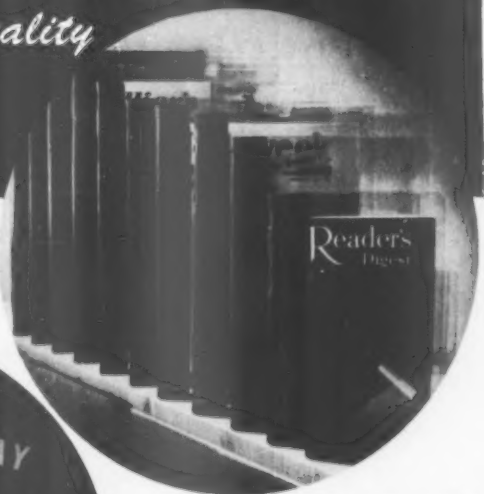
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- THE WORLD OF YESTERDAY** by Dorothea F. Baker
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- THE MAKE-BELIEVE GIANT And Other Stories**
by V. J. Merriman Thogmartin
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Louise Baker

BECAUSE LOUISE BAKER learned at the age of eight how to triumph over an above-the-knee amputation, she has won success for herself in several fields. Her wise parents (Adrial and Anna Hersey Maxwell) allowed her to roller skate on her one leg, aided only by an occasional push of her crutches! This admitted her to her neighborhood "gang" and never after—in school, college, home, or business—did she hesitate to attempt anything she wanted to do.

Louise Maxwell was born May 18, 1909, in the southern California town of Upland, and although she has lived in many parts of the country, she still feels the Pacific Coast is her "heart's home." In that small community everyone took her and her handicap for granted, but when her family moved to Los Angeles and she entered Roosevelt High School with its 4,000 students, she suffered the teen-age torture of being "different." However, her friendly fearlessness and executive ability brought her social success. She was made president of the Girls' League, vice-president of the student body, and editor of the school paper and school annual. In her senior year, she was chosen Epehbian—a city-wide Los Angeles high school society. At Pomona College, Claremont, California, she went on to become president of women students, editor of the college daily and of *Manuscript*, a college literary magazine; did odd jobs and worked summers as camp counselor in addition to keeping up her interest in sports. Besides playing tennis expertly, she made the college swimming, riding, and archery teams, and belonged to Mortar Board and Alpha Delta Mu (journalism honorary). Majoring in English and sociology, she got her B.A. in 1930. In 1936 she did postgraduate work at Columbia University School of Business, taking secretarial and advertising courses.

"How did I begin to write? . . . Well, I won \$3 in an essay contest when I was nine . . . and thought 'What an easy way to make money!'"

Beginning in 1939 with short stories and articles, of which she has sold more than a hundred to top publications, she went on into full-length books, and had the exciting experience of seeing the very first, *Party Line* (1945), zoom into a national best seller and be made into a motion picture. The *New York Times* found it "A heart-warming book full of chuckles and human nature. . . . Several scenes of tragedy and pathos are excellent bits of writing . . . a friendly, candid portrayal of a period in American history."

The following year, Mrs. Baker's publisher—McGraw-Hill—persuaded her to put her own story into a book, and in *Out on a Limb* (1946) she gives an inspiring account of overcoming her handicap and achieving a full, happy, well rounded life. Virginia Kirkus wrote: "This is a humorous . . . approach to a loss which was only physically crippling. The book should have much to hearten amputees." This prophecy was fulfilled, 50 to 100 letters a day pouring in from handicapped persons or their relatives, as condensations appeared in *Cosmopolitan*, *Omnibook*, and the pocketbook edition of *This is America*. Although called to Hollywood to help write the script for Paramount for the movie made from *Party Line*, and offered a well paid position there, she felt that her opportunity for real service lay in another opening—with the National Society for Crippled Children (Easter



Seals)—and in touring the country to speak on the importance of accepting crippled persons as normal members of society.

Soon after college graduation, Mrs. Baker had taught in two boys' boarding schools, and from this experience and camp counselor days came her first book, *Snips and Snails* (1952), bought by M-G-M. Fanny Butcher of the *Chicago Tribune* commented: "That a book so hilarious . . . can be so touching and also tacitly so vivid an indictment of parents who just don't want to be bothered by their young, is due to Louise Baker's skill and her sense of fun (she certainly knows what little boys are made of)." This was a Family Reading Club choice, and her two earlier books were selections of the Peoples' Book Club.

Sandwiched in with her writing, Mrs. Baker has held other jobs: publicity agent—"Wings of a Century" for the Chicago Worlds Fair; instructor at Antioch College, concurrently with being assistant to a director and editor of Fels Research Institute, Yellow Springs, Ohio, on a child development study. Her first marriage was to Ramsay L. Harris, a professor at Pomona College, in 1931; her second was to Cecil Sherman Baker, Jr., a writer, in 1939. In 1952 she married Howard S. Wilson, president of Bankers Insurance Company of Lincoln, Nebraska. Mrs. Baker keeps up her service activities as a board member of Child Guidance Center and the Humane Society in Lincoln; as director of Antioch College; and consultant to the National Society for Crippled Children.

She wears her crutches gaily, with a pair to match each costume! Blue-eyed, with gray-brown hair, a slim figure (5' 3" and 105 pounds) and sparkling vitality, she makes an attractive platform appearance. Fond of sports and travel in this and other countries, her favorite recreation is reading, her tastes ranging from Jane Austen to Thurber and Freud. She belongs to the Authors' League, Screen Writers' Guild, and Midland Authors; also to the Lincoln Country Club, University Club, and Fortnightly Club. In politics she is nonpartisan; in religion, Congregational.

ANNE LANE

Harper Books for Spring 1954

Published

- BOWLES, CHESTER.** *Ambassador's Report.* \$4.00
de HARTOG, JAN. *The Little Ark.* A Novel. \$2.75
DUGAN, JAMES. *The Great Iron Ship.* \$3.50
LINK, ARTHUR S. *Woodrow Wilson and the Progressive Era.* Vol. I in the "New American Nation Series" \$5.00
LYNIP, RYLLIS GOSLIN. *Great Ideas of the Bible: Outlined for Moderns.* \$2.75
WHITE, E. B. *The Second Tree from the Corner.* The best of twenty years of E. B. White. \$3.00

February 3

- McKENNEY, RUTH.** *Far, Far from Home.* Ruth and her family in Brussels. Illus. \$2.75

February 15

- HYMAN, SIDNEY.** *The American President.* The nature of the job and how various Presidents have handled it. \$4.00

February 17

- ALDEN, JOHN RICHARD.** *The American Revolution.* Vol. II in the "New American Nation Series." \$5.00
GRUBB, DAVIS. *The Night of the Hunter.* A Novel. \$3.00
NEIDER, CHARLES, Editor. *The Fabulous Insects.* An Anthology. \$3.50
SHAPLEY, HARLOW; SAMUEL RAPPORT and HELEN WRIGHT, Editors. *A Treasury of Science.* 3rd Edition. \$5.95

March 3

- BROMFIELD, LOUIS.** *A New Pattern for a Tired World.* \$3.75
KIMBROUGH, EMILY. *Forty Plus and Fancy Free.* Four youthful grandmothers romping through Europe. Illustrated. \$3.00

March 17

- WHITE, WILLIAM S.** *The Taft Story.* An unbiased, intimate biography of Mr. Republican. \$3.50

March 31

- PEARSON, RALPH M.** *The Modern Renaissance in American Art.* Presenting the work and philosophy of 54 distinguished artists. \$6.50
WALLACE, WILLARD M. *Traitorous Hero.* The Life and Fortunes of Benedict Arnold. \$5.00
ZUVER, DUDLEY. *She Did Take It with Her.* Illustrated by Nora Zuver. \$2.75

April 14

- JAMES, MARQUIS and JAMES, BESSIE R.** *Biography of a Bank.* The Story of the Bank of America \$5.00
LATOURETTE, KENNETH SCOTT. *The Christian World Mission in Our Day.* \$2.50
OXNAM, G. BROMLEY. *I Protest.* My Experience with the House Committee on Un-American Activities. \$2.50
RADHAKRISHNAN, S., Translator and Editor. *The Principal Upanisads.* \$10.00
SITWELL, OSBERT. *Four Continents.* Travel, reminiscence and memorable observation. \$4.00

April 28

- HYDE, WILLIAM J.** *Dig or Die, Brother Hyde.* Illustrated by Susanne Suba. The autobiography of a pioneer preacher. \$3.00
MILLAY, EDNA ST. VINCENT. *Mine the Harvest.* Poems never before published in book form by one of America's best and best-loved poets. \$3.00

May 12

- EDEY, MARION.** *Early in the Morning.* A turn-of-the-century Hudson River childhood. \$3.50
KRISHNAMURTI, J. *The First and Last Freedom.* Foreword by Aldous Huxley. \$3.50
LEWINSOHN, RICHARD. *Animals, Men and Myths.* Popular natural history. \$5.00
STREETER, EDWARD. *Mr. Hobbs' Vacation.* \$3.00

May 26

- BOONE, J. ALLEN.** *Kinship with All Life.* Real life experiences with animal minds. \$2.50
GENERAL MARK CLARK. *From the Danube to the Yalu.* His seven years' war against the Communists. Illustrated. \$5.00
LUNDBERG, FERDINAND. *The Treason of the People.* A revealing and shocking analysis of the behavior of Americans as citizens. \$4.50

June 9

- LEVIER, TONY** as told to **GUENTHER, JOHN.** *Pilot.* Foreword by Arthur Godfrey. 25 years in the life of a top American test pilot. \$3.50

June 23

- RUSSELL, WILLIAM HOWARD.** *My Diary, North and South.* Edited and introduced by Fletcher Pratt. \$4.00

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Helen Howe

WHEN HELEN HOWE's first novel, *The Whole Heart*, was published she says she was the only member of her family up to then *not* to have written a book. Her father, M. A. DeWolfe Howe, is the author or editor of more than forty volumes, most of them biographical. Her two brothers, Quincy Howe, a radio commentator, and Mark DeWolfe Howe, a professor at Harvard Law School, are both writers. The latter was editor of the *Holmes-Pollock Letters* and the *Holmes-Laski Letters*. In addition, Miss Howe's mother, Fanny Huntington Quincy Howe, contributed frequently, although always anonymously, to *The Atlantic Monthly*, and was the author of several volumes of light essays.

Helen Huntington Howe was born in Boston, January 11, 1905, and was brought up there. She was so attached to her family and home that when she was sent to boarding school, only twelve miles away, she was so homesick she went to bed for three days. She survived this, and after being graduated from Milton Academy in 1922, attended Radcliffe College for a year. There she acted in college plays, and decided upon a career in the theater. For ten years before she made her debut as a dramatic monologist in 1933, Miss Howe worked and studied, preparing herself for the field in which Ruth Draper and Cornelia Otis Skinner have pioneered. Like them, too, she wrote her own monologues. She has given programs in London, New York, in forty-five states, and also at the White House. For two seasons after *The Whole Heart* appeared, she delighted enthusiastic audiences at the Blue Angel night club in New York.

This first novel caused considerable stir in 1943, although critical opinion on it was divided. "The outstanding woman's novel of this season," the *Boston Globe* stated flatly, while *Time* called it "a remarkable first novel . . . by turns howlingly funny, shrewd, sinister, ferocious, painful . . . an impressive, realistic piece of work." Dissenting voices were raised, however. Among them was *The Atlantic Monthly*: "Miss Howe did not quite trust herself as a novelist, and in her timidity she fell back upon her technique as a monologist."

Three years later, her second book, *We Happy Few*, was published. Shakespeare furnished an ironic title for a picture of the life of a tightly knit circle of Harvard professors and their families before and during World War II. The *New York Times* said: "Miss Howe satirizes the intellectual snobbery, the hot-house preciousness, the elaborate personalities. . . . The sarcasm would not be so telling did she not convey, expertly, the snob appeal of being exclusive." Unquestionably *We Happy Few* lacked the compelling tug on the emotions *The Whole Heart* possessed. Bernard de Voto, writing in the *New York Herald Tribune Book Review*, said: "Miss Howe is a better novelist here than she was in *The Whole Heart*. Though there is less feeling in this book, its content is harder and firmer and her skill has greatly increased. . . . The first half of her novel . . . is as good as anything that has come out of New England in two generations."

Miss Howe's most recent book, *The Circle of the Day* (1950), appeared first in a woman's magazine and then was a selection of the Literary Guild. This story of a day in the life of a woman—her tenth wedding anniversary—when she learns that



her husband has been unfaithful and that she has to make a decision affecting her entire future, is one many readers found satisfying. The tight time limit Miss Howe imposed on herself, that of less than twenty-four hours, is in itself a revelation of her skill as a writer. *The Christian Science Monitor* commented: "There is a tidiness about *The Circle of the Day* which preserves all three of the classical unities, in pleasing contrast to the formlessness of many similar contemporary novels. . . . Within its neat compass, it is a satisfying novel." The *New York Herald Tribune Book Review* had even higher praise: "*The Circle of the Day* is a thoughtful, purposeful book whose deeper merits . . . do not fully emerge until the whole pattern of this excellent novel is revealed."

Miss Howe was married in 1946 to Reginald Allen, at present assistant manager of the Metropolitan Opera Company. For three years they lived in Hollywood, where Mr. Allen was West Coast representative for the J. Arthur Rank Organization. They now make their home in New York, and spend vacations in their house in Somesville, a village on Mt. Desert Island, Maine, where they sail, walk, climb, and romp with their two dogs.

She is petite—five feet, 115 pounds—with blue eyes and brown hair. Her favorite authors are Jane Austen, Henry James, Proust, and Dickens. At present, she is working on another novel, and although she will not discuss it, her comment on her own writing may give a clue. "It is inevitable, I suppose," she says, "that much of what I have written and, I fear, will write must be colored by my early years. I'd like to write about Iowa farmers or Welsh miners, but I am doomed, like any other writer, to write about what I know, and I only wish it were more." Miss Howe occasionally appears professionally in her monologue programs, and she tells fairy stories to underprivileged children at a New York recreation center. She is turning more and more to writing, chiefly because, as she says, "the long tours of one-night stands just don't fit in with the serenity of a happy marriage!"

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[EDITOR'S NOTE: The correspondence columns of the *Wilson Library Bulletin* are open to all our readers for debate and comment. The Editor is not responsible for opinions expressed in these columns.]

State-Wide Publicity

Two years ago I spoke with the program chairman of the Pennsylvania superintendents and principals annual meeting, in regard to the possibility of having a place on the program for libraries. He welcomed the idea and stated the meeting for the following year was already planned, but he would keep this in mind for the July 1953 meeting.

"The Administrator Looks At His School," was the theme of the 1953 conference, and a library panel was worked out on the topic, "What Are The Functions of a School Library in a Modern School Program?" Seventy-six library-minded administrators were in attendance. Questions from the floor were evidence of inquiring minds desiring to strengthen and expand library service.

Emphasis was given to the fact that book-selection is a faculty responsibility, and that teachers should be encouraged to recommend books for curriculum enrichment and leisure-time reading. Teaching the use of books and libraries was cited as being the most important immediate need.

It was pointed out by administration that there is a fast growing practice on the part of teachers and attendance directors, of sending and assigning difficult discipline cases to the library. Immediate steps should be taken to correct this as it conveys the idea that the library is a place of punishment.

If librarians will plan one or two years in advance, and speak with committees in charge of similar meetings, they will be well received and will reap rich rewards.

MAUDE MINSTER, Librarian
Altoona, Pennsylvania, High School;

Hemingway's Debt to Oak Park

[EDITOR'S NOTE: During 1953, the Oak Park, Illinois, Public Library celebrated its 50th anniversary. Among the highlights of the anniversary year was a letter from a native son of Oak Park and a frequent user in times past of the Oak Park Library, the noted American novelist, Ernest Hemingway. In response to an invitation to send a message to the library at the time of its 50th anniversary dinner, Mr. Hemingway wrote Frederick Wezeman, Chief Librarian, the following letter. The Scoville Institute referred to in Hemingway's letter was the predecessor of the public library and was founded in 1886.]

Finca Vigia
San Francisco De Paula, Cuba

Dear Mr. Wezeman:

Unfortunately I was at sea when the anniversary dinner of the Library occurred or I would have sent you a message telling you how much I owe to the Library and how much it has meant to me all my life.

If it is not too late could you see that this letter reaches those who were present at the dinner? I would be very glad to pay for the cost of having it mimeographed and, in any event, enclose a small

check. If you find that I owe any fines or dues you can apply it against them.

I was born thirteen years after Scoville Institute was founded so I cannot really rate as an Old Timer. But I was frequenting the Library within three years after the founding.

If you would like to have a set of the books which Scribner's are publishing of mine for the Library I would be very happy to write in them if they would be of any value or use to you.

With sincere best wishes,

ERNEST HEMINGWAY

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"Discrimination"

To the Editor:

I was very much interested in the facts revealed in the article "Faculty Status of College of Education Librarians," by Myrtle Funkhouser [in the November 1953 *Wilson Library Bulletin*] for the college of which I am associated is among those lacking such status. This lack of professional respect due librarians is one of my pet peeves in the library field. Seemingly, with a mere difference in title, librarianship differs from other professions; as to how the degree is acquired differs only with the setup at a particular institution—as is true in any profession. Why then the "discrimination"?

OLLIE M. BOWSER, *Assistant Librarian*
Morgan State College
Baltimore, Maryland

Library Who's Who

The Council on *Who's Who in Library Service*, a representative group of librarians associated with the Columbia University School of Library Service, has been planning a third edition, which has now become assured by cooperative means. The project has been given financial assistance in the form of gifts and loans for the gathering and editing of biographical data. Further evidence of cooperation is found in the volunteer assistance of members of the council and other librarians.

The Grolier Society has contracted to publish and distribute the volume. However, all matters of editorial policy, including the criteria for inclusion, are the sole responsibility of the council. Publication date will be in the spring of 1954. The price has been set at \$6 per volume, with a special prepublication price of \$5.

A partial leave of absence has been granted by the Board of Directors of The H. W. Wilson Company to Dorothy Ethlyn Cole, editor of *Library Literature*, to undertake the editorship of *Who's Who in Library Service*.

Since the council's operating budget will not bear the cost of follow-up mailings and correspondence, a special obligation rests upon members of the library profession to fill out the questionnaires *carefully and completely*, and to return them *promptly*. It is desirable that all questionnaires be returned by March 15. No questionnaires received after April 15 can be included.

Questionnaires were mailed in January to members of national library associations and to graduates of library schools accredited by the American Library Association. Any person who does not receive a questionnaire by these means is invited to write to Box 44, 535 West 114 Street, New York 27.

(Continued on page 544)

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(Continued from page 543)

Filing Rules

To the Editor:

Should the ALA filing rules be revised? The special committee which is studying the question needs your comments. Some suggestions which have already reached the committee are these:

1. Emphasize the needs of medium-sized libraries.
2. Present the rules so that part-time clerical staffs can use them without constant guidance by a supervisor.
3. Give several alternative complete codes: alphabetical, logical, semi-logical.
4. Define the filing medium clearly. Avoid extending secondary filing media too far.
5. Treat punctuation consistently in the logical systems.
6. Give a simpler arrangement of personal names.
7. Give filing rules for nonbook materials (recordings, films, etc.).
8. Arrange numerically entries which begin with the same numeral word.
9. Consider the theoretical insights to be found in letter-by-letter filing (cf. Osborn and Haskins' article in *Library Trends*, volume 2, number 2, October 1953, page 281).
10. Give rules for divided catalogs. Study simplifications in filing afforded by the following suggested types of divided catalogs: (1) authors and titles (2) subjects; (1) persons (2) topical subjects (3) titles and corporate names; (1) persons (2) other proper names, including titles (3) common names; (1) topical subjects (2) all other entries.

11. Give rules for initialisms spoken as words.

12. Improve the rules for voluminous authors, and for entries beginning "U.S." and "United States."

13. Include a section on filing techniques, giving methods of sorting, training for filing, and filing aids.

The committee will consider your suggestions in making its report to the Division of Cataloging and Classification on May 28, 1954. Please address them to Gertrude Moakley, Chairman, Special Committee on Filing Rules, ALA Division of Cataloging and Classification, Room 100, New York Public Library, 476 Fifth Avenue, New York 18.

St. Paul Votes

To the Editor:

At a special election in November the electorate of St. Paul passed by a 70.7 per cent vote a bond issue of approximately \$39,000,000 and a charter amendment which allows expenditures for schools to be increased \$4 per capita and for all other city services \$6 per capita. The library program in the bond issue was one of the items and was adopted exactly as the library presented it. It provides for a new branch; in addition to the three that have been built with other funds, as well as a second bookmobile, substantial amounts for delayed repair, and additional funds for films, records, and books.

The charter amendment will make it possible from now on to have a larger budget. The 1954 budget as a result of this will approximate \$1.90 per capita.

PERRIE JONES, Librarian
St. Paul, Minnesota, Public Library

Whittlesey House BOOKS FOR YOUNG PEOPLE

Spring 1954

NOT ONLY FOR DUCKS: *The Story of Rain*

By **GLENN O. BLOUGH**, Specialist in Elementary Science in the U. S. Office of Education, Washington, D. C. *Pictures in three colors by Jeanne Bendick.* How important rain is in both the city and the country, and exactly how rain helps things grow make an exciting, informative nature book for beginning readers. By the author of *The Tree on the Road to Turntown*.
 March. Ages 6-10. 7½ x 9½, 48 pages. \$2.25



THROUGH THE MAGNIFYING GLASS:

Little Things That Make a Big Difference

By **JULIUS SCHWARTZ**, author of *It's Fun to Know Why*. Illustrated by *Jeanne Bendick*. An engrossing science activity book which shows how a simple, inexpensive magnifying glass can open up a whole new world of everyday wonders.
 March. Ages 10 up. 5½ x 8, 144 pages. \$2.50



HOME IS WHERE THE HEART IS

By **MILDRED MASTIN PACE**, author of *Clara Barton*. Brady Allen feared that the Marstons in their great, rambling house might not want her to live with them. But it was to Brady that they all turned — Fernie, Sally, Jim Forbes, the hated railroad man, and especially Bob. A story of family love and romance. *Jacket and endpapers by Robert Henneberger*.
 March. Ages 12-16. 5½ x 8, 192 pages. \$2.50



YOUR DATING DAYS:

Looking Forward to Happy Marriage

By **DR. PAUL H. LANDIS**, author of *So This Is College*. With candor and vitality Dr. Landis discusses questions about dating, love, and preparation for marriage of serious concern to young moderns everywhere. *Illustrated with line drawings*.
 April. Teen ages. 5½ x 8, 192 pages. \$2.50



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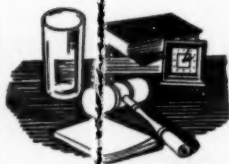
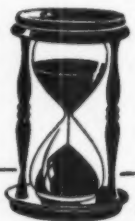
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*Meetings
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The Ninth Annual Eastern Pennsylvania School Library Conference will be held April 1-2 at State Teachers College, Kutztown, Pennsylvania.

The nineteenth annual conference of the University of Chicago Graduate Library School, to be held June 14-18, will deal with "The Function of the Library in the Modern College." The program will include papers by speakers representing college and university educators as well as leading librarians in the college library field.

A leaflet describing the detailed program of the conference will be available upon request. For further information, address the Dean of the Graduate Library School, University of Chicago, Chicago 37, Illinois.

The Medical Library Association will hold its fifty-third annual meeting in Washington, D.C., from June 15-18.

The 1954 summer session of the National Training Laboratory in Group Development, the eighth annual laboratory in human relations training, will be held at Gould Academy, Bethel, Maine, June 20-July 1. Application should be made before March 31. For information and application blank, address: National Training Laboratory in Group Development, 1201 Sixteenth Street, N.W., Washington 6, D.C.

Emory University offers a course in Medical Libraries July 19-August 21, designed as an introduction to medical library resources and their use in medical education, research, and care of the patient. A major portion consists of a survey of the literature and its bibliographical control. Attention will be given to literature searching as an aid in medical investigation and to the application of library techniques, administration, and procedures to medical librarianship. The instructor is Mildred Jordan, Librarian of the Calhoun Medical Library, Emory University Medical School. The course, which has a credit value of 5 quarter hours, meets 10 hours a week. Tuition is \$60, matriculation \$5. For application forms and further information address the Director, Division of Librarianship, Emory University, Georgia.

Officers of the Georgia Library Association for the two-year term, 1954-1955, are:
PRESIDENT—*Sarah Mares, Athens Regional Library*
1ST VICE-PRESIDENT—*Earle C. Thompson, Emory University*
2ND VICE-PRESIDENT—*Mrs. William J. Dickey, Decatur High School*
SECRETARY—*Frances Nunn, Athens High School*

Dr. Maurice F. Tauber, a member of the executive board of the American Library Association and professor at Columbia University School of Library Service, has been named to the university's Melvil Dewey professorship.

New spring books to please readers of many tastes



How You Can Play Little League Baseball

WHITNEY MARTIN & J. H. McCALLUM • Basic guide for youngsters of 8 to 12 who want to play ball the Little League way. Fully illustrated. April, \$2.75

You Can Be Healed

CLIFTON E. & CLINTON J. KEW • First book telling how to solve personal problems by using new group therapy methods based on religion and psychology. Published, \$2.95

Margaret: The Story of a Modern Princess

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The Faiths Men Live By

CHARLES F. POTTER • Here in readable style is the inspiring story of the world's religions, told colorfully yet objectively, from their origins to the rapidly changing religious scene of today. March, \$3.95



The Dollmaster

ROSAMOND MARSHALL • Fast-paced, emotion-stirring romance of Renaissance Italy, brimming with color, intrigue, and headlong action. Late April, \$2.95

Frank Sedgman's Winning Tennis

FRANK SEDGMAN • Unusual double-barreled book offering a full analysis of tennis by a leading professional (in 1951-52 the World's Number One amateur), plus an absorbing account of his own career in the game. May, \$3.95

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"Workshop on the Modern School Library," an 85-page mimeographed report of the proceedings of the library workshop held last summer at the University of Oregon under the direction of Mary Peacock Douglas, is available to librarians and teacher-librarians at \$1 a copy. Requests for the study should be addressed to the Library, University of Oregon, Eugene.

"Story Hour for the Three to Five Year Old," a booklet written from three years' experience with a Saturday morning group at the Enoch Pratt Free Library, is obtainable at 20 cents a copy from the library, 400 Cathedral Street, Baltimore 1. In 24 mimeographed pages, Beth Caples, head of the library's children's department, reports on the half-hour program which has been conducted so successfully at Pratt, and gives hints for the story teller, as well as games and songs the children love.

Productions of the Equity Library Theatre, the record collection of the 58th Street Music Library, concerts at the New York Public Library, and films and concerts at the Brooklyn Museum, New York Historical Society, and the Museum of the City of

New York are among attractions listed in the booklet, "How to Make a Little Go a Long Way," a guide to free, inexpensive, and unusual entertainment in New York City. This handy publication, which includes a short list of restaurants, is obtainable for \$1 from Young's Research Service, Post Office Box 72, Gracie Station, New York 28.

Children's Books, 1953, a 36-page list with author and title check list, may be ordered from the New York Public Library, Fifth Avenue and 42d Street, New York 18, for 10c to cover postage and handling. The list is an outgrowth of the library's annual Book Week exhibition of books suggested for holiday giving, an exhibit which includes perennial favorites as well as new publications.

The tenth annual observance of National Sunday School Week will be celebrated April 12-18. This all-faiths drive this year will center about the slogan, "To Build Faith in Our Children—Take them to Sunday School." For free materials—programs, radio talks, posters, news releases—send request to: Laymen's National Committee, Hotel Vanderbilt, New York 16.

"Books Selected for the Teen Age, 1954," a 49-page booklist published as the January issue of the New York Public Library's *Branch Library Book News*, may be ordered from the library, at Fifth Avenue and 42d Street, New York 18, at 25 cents a copy. For the first time in the 24 years of the

(Continued across the page)

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(Continued from across the page)

list's publication, it includes brief annotations for the most recently published titles.

This summer, Gerard L. Alexander of the Map Division of the New York Public Library, will conduct for the third consecutive season a Grand Tour of Europe, including libraries, for the American Travel Company. This tour, which has been especially planned for librarians and their friends, includes England, Denmark, Sweden, Germany, Holland, Belgium, Luxembourg, Switzerland, Liechtenstein, Austria, Italy, Monaco, and France. Among the libraries visited will be the British Museum and the Bibliothèque Nationale. The all-expense tour, priced at \$1,196, includes either cabin class on the French liner *Liberté*, June 17-August 9, or a KLM, Royal Dutch Airlines flight, June 25-August 1. For full details of the tour and descriptive travel folder "L," write to Gerard L. Alexander, c/o American Travel Company, 11 West 42d Street, New York 36.

A European tour in the summer of 1954 has been organized for librarians and their friends by Bon Voyage Travel, Ltd., with the cooperation of KLM Royal Dutch Air Lines under the direction of Madame J. Caron-Dupont, librarian. Cost of the tour, which will include Holland, England, France, Italy, and Switzerland, is \$1,088. The group will leave Montreal on May 21st and on June 22 will board a KLM plane for Canada in Zurich. For information, address Bon Voyage Travel, Ltd., 1040

Sherbrooke Street West, Suite 14, Montreal, Canada.

The Baltimore Book Trade, 1800-1825, a 56-page booklet including directory, is obtainable at 85 cents a copy, postage prepaid, from the New York Public Library, Fifth Avenue and 42d Street, New York.

"When a Businessman Says, 'Information, Please!'" by Elnora M. Portteus and "A Survey of Early Papermaking with Emphasis on Europe and the Fifteenth Century" by Robert K. Johnson, both published as part of the *Aspects of Librarianship* series, will be sent to librarians free upon request to John M. Goudeau, Associate Professor of Library Science, Department of Library Science, Kent State University, Kent, Ohio. Both studies are mimeographed. The first is five pages, plus suggested references; the second study consists of 19 pages.

Girl Scout Week, formerly observed in October, will be celebrated, beginning in 1954, during the week which includes March 12, anniversary of the founding of the Girl Scouts in the United States. Your local Girl Scout council can provide detailed information about plans to observe Girl Scout Week and Girl Scout Birthday in your community.

He is a fool who cannot be angry; but he is a wise man who will not.—Old proverb quoted in Cincinnati, Ohio, Public Library "Staff Notes."

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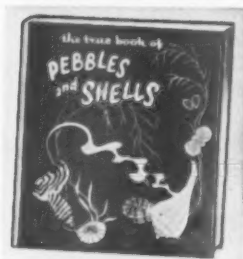
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Interest Level
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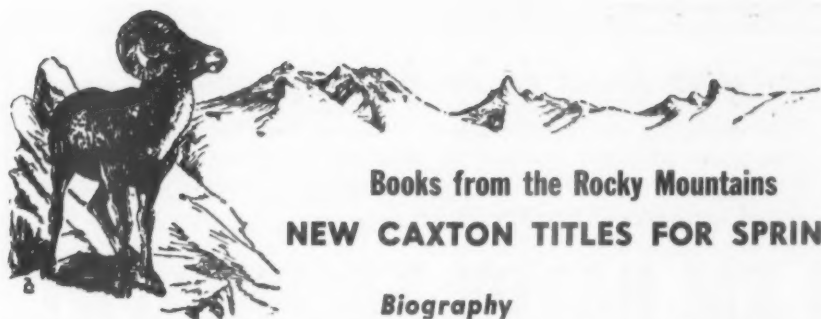
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Compton Comment

WHICH would you rather do? Go to a party where all the guests are strangers or meet new people against a background of old friends?

Perhaps my personal preference for a mixture of old and new friends accounts for the thrill I got from the arrival of the 1954 edition of Compton's. Naturally I had seen most of the new articles in proof, but I immediately began to turn the pages of each volume to see how the new articles fitted in with older favorites.

Take the fine new article on *American Colonies* for example. I was tremendously pleased with it in proof. But what a joy it is to see it permanently settled down next to a favorite old friend, an article on the discovery and exploration of America, and comfortably close to a comparatively new article, *American Literature*, about which I am most enthusiastic.

Dogs and Dolls arrived together at the coming-out party of the 1954 edition—and what a colorful impressive pair they are! They are sitting next to *Division*, another newcomer—useful of course, but naturally not too exciting in appearance. Poor little guy—he would probably rather have stayed with the rest of his hard-working Arithmetic family—seven in number, and all introduced in this year's Compton's.

India, a brilliant new arrival, is especially fortunate, for highly successful *American Indians* is only a few feet away and already they appear to be completely congenial.



I still don't know how *Thomas Jefferson* is going to feel with *Jay* on one side and *Jellyfish* on the other, but he looks mighty interesting and dignified, and nearly as handsome as the big bluejay only a page away.

One tiny newcomer has already made quite a stir—*How to Tell a Story*, who is fitted in neatly in the midst of *Storytelling*. Ruth Sawyer was responsible for her arrival, and so many people have asked about her that we have done a replica in a neat little booklet which we will send without charge to librarians and teachers. Write for your copy, won't you?

Christmas—all done up in color—is a reminder that since I haven't space even to list the 289 other new articles in the 1954 edition of Compton's, I might just as well write a few lines about my Christmas in California. Among the high lights were the chestnut stuffing which Frances Clarke Sayers made for the delectable turkey which her sister, Marie Clarke, cooked—our out-of-doors luncheon at the Los Angeles Farmers' Market the day before Christmas—the luncheon with Jasmine Britton and Marion Horton and the latter's tales of Munich, Turkey, and Hawaii—a renewal of friendship with a bossy sea gull who has a permanent perch on a buoy in front of a friend's home on Balboa Island and viciously pecks any other gull that comes to that section of the bay. Gulls are like people, I guess—they don't seem to know that all they have to do is to make a joint attack on a bullying dictator and then he is through.

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WILSON LIBRARY BULLETIN

Brooklyn Has a Big Week

By Henry James, Jr.

THE MINUTES OF THE FIRST MEETING OF the Citizens' Committee for Brooklyn Public Library Week reveal that "All agreed the most important element in a successful Library Week is effective publicity."

This was true, but an oversimplification. Bringing the library to the attention of a wider public through the week of October 19-24, 1953 proved to be more than a public relations job. There were funds to be raised, library programs to organize, community participation to enlist.

At the initial meeting in May a lawyer member of the committee said: "This is our party. The committee must be prepared to do the work. We cannot put more burden on a library staff that is all too willing but already overworked."

This generous sentiment had rosy promise in May but bent before harsh reality in October. The Library Week slogan, referring to library services, was "Something for Everyone," but events soon proved that it meant something for everyone in the library to do.

Yet the committee's good intentions did indicate a unique aspect of Brooklyn Public Library Week. The initial impulse came from outside the library, from library supporters at the grass-roots level. The Library Council, composed of lawyers, doctors, teachers, housewives, and other civic-minded folk, represents an amalgamation of branch borrowers from

all over Brooklyn. They conceived the idea of a duly proclaimed Library Week in which as many elements in the borough as possible would join in getting people to visit their library and take part in its activities for the week.

The Council pushed off to a good start by adding members of the Friends of the Library and the board of trustees to the committee. The wheels really started spinning when civic organizations jumped onto the bandwagon. Active participation came from the Board of Education, the Chamber of Commerce, the United Parents Association, Parent-Teacher Associations, the Civic Council, and many other organizations throughout the borough. Brooklyn banks and businesses contributed funds to pay for posters and special expenses, and many of the library's 50 agencies obtained community support in the form of gifts and services.

Meanwhile, the library staff did not sit by as idle spectators. Chief Librarian Francis R. St. John in a memorandum to all agencies said:

It is the aim of this citizen-led committee to carry most of the work, but reason indicates that we as librarians must have an interesting program when the people come to the library if we expect to enlist them as supporters and users of the library. If we can bring to the attention of the people of Brooklyn the important position which the modern public library holds in maintaining our democracy and in providing the information which is necessary to assist our everyday life, we will have accomplished our purpose. . . . It will be necessary for

Henry James is a former Assistant in Public Relations at the Brooklyn, New York, Public Library.

individual staffs of agencies to use imagination and ingenuity as never before!

At this clarion call, the branch librarians organized varied series of public programs, ranging from class visits to film showings and discussion sessions with guest speakers. One of the most extensive programs, that of Saratoga Branch under Adele Havighorst, is worth outlining. A young artist-housewife in the neighborhood volunteered to put up decorations in the main room, and by raiding the basement and adding a generous supply of imagination, she helped construct dioramic displays, gay posters, and book exhibits to give the place a festive air.

Monday evening at Saratoga was designed to help the man about the house. A round-table on home repair and a discussion of books on the subject for an audience of 50 men were followed by demonstrations of hand tools. Tuesday was ladies' night and a representative of Stanley Products spoke on shortening household chores to about 30 mothers of the library's preschool group.

On Wednesday afternoon nearly 80 children attended a movie program which included a showing of the library's own film, and that evening about the same number of men came to a demonstration on fishing put on by the Metropolitan Rod and Gun Club. This was followed by a fishing film loaned by the Schaefer Brewing Company and a discussion period. Like most other Brooklyn branches, Saratoga held open house next day, which brought 100 guests for refreshments and a tour of the library.

Friday was given over to the ladies again as afternoon and evening programs included talks by Lucille Rivers, TV star, and an illustration of sewing techniques by the Pfaff Sewing Machine Company. Over 60 women tried out the model machines. Class visits during the week brought almost 600 students to the library.

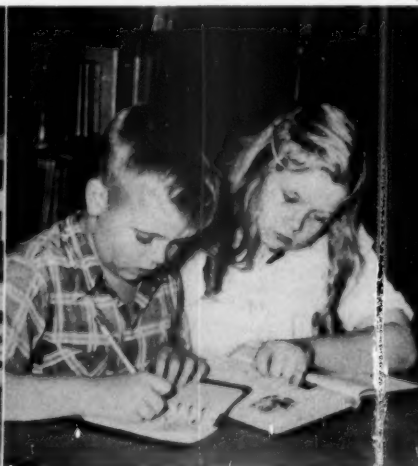
The purpose behind this program, and those of the other branches, was to attract nonlibrary users and to introduce them to useful services and books which they might not know existed. Several devices, centrally organized and distributed to all library units, also served as lures.

What was termed the "Basic Exhibit for All Branches" included, first two posters: one printed in two colors (4,000 were distributed) showed a busy Carnegie library building under the headline, *WHAT'S GOING ON HERE?* The other poster, 1,000 copies of which went to the branches, another 1,000 to Library Council members, and 4,000 to subways and busses in Brooklyn, had a drawing of a family group from grandfather to baby under the slogan "Something for Everyone."

In this basic package were also copies of the Library Week Proclamation by the Borough President; mounted samples of two Brooklyn Public Library publications, the *News Bulletin* and *Service to Business*; the 1952-1953 annual report; bookmarks, a folder map of Brooklyn showing location of branch libraries; a catalog of phonograph records in the circulating collection at the central library; a list of circulating framed art reproductions; and picture postcards of the central building. The branches supplemented these materials with items of local interest and displayed them in the library or in neighborhood banks or stores.

Library agencies also received guest books for new and old borrowers to sign, and suggestion boxes to receive forms asking what the visitors liked about the library and what new services they might want. Some 500 badges identified each librarian by name, and

Among the entries in the photo contest were: "Open House" (Sidney Sontarp); "Research" (Clara Feldmann) honorable mention; "U.N., Pint Size" (Morton Herman) honorable mention.



in gold letters on a blue ribbon proclaimed Library Week.

One of the most successful attractions was the photo contest. The Friends of the Library donated \$225 in cash prizes for the best photographs taken in a library unit between October 19 and 24. Entry forms were distributed throughout the system and to camera clubs, and shutterbugs submitted over 300 pictures. There were five money winners and ten honorable mentions, and the public relations office now has a valuable collection of photos for publicity and exhibits.

Some branches held other kinds of contests as well: adults tried to guess titles of books with only one page visible, and children competed with samples of their art work. Prizes were in the form of gift certificates, redeemable for a book through the book order department. The library's 21-minute film, "The Library: A Family Affair," was shown to 20 gatherings. Notable speakers were featured on programs. These included authors Marchette Chute, Charles Angoff, and Adrian Van Sinderen; artists from the Brooklyn Museum; reporters from the Brooklyn *Eagle*; a TV star, a financial expert, and a half dozen others.

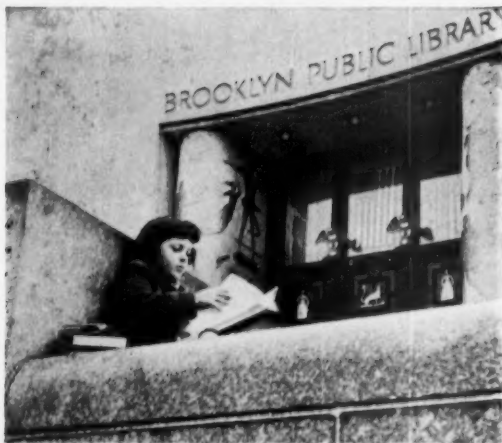
One of the library's two bookmobiles, open for inspection in the business area during the week, attracted over 500 visitors, 95 per cent of them men, many of whom took out library cards. The largest group to visit the library were school children who were taken behind the scenes on class visits. At the central library alone, class visits had to be scheduled throughout the day at twenty-minute intervals. The grand total for the week was about 18,000, and five months after Library Week those who could not be wedged in then were still showing up.

Open house festivities, featuring a friendly welcome, refreshments and special programs, kept the branches filled. One branch combined events by celebrating its first birthday with a huge cake contributed by a local baker, and the 240 people who attended left not a crumb. Librarians also went out to address school assemblies and participate in community programs.

The central library marked every day with a special event. The opening ceremonies on Monday afternoon were held on the steps fac-



Top to bottom: "Spellbound" (Syd Greenberg); "Old Friends" (Arthur Singer); "Not Paying Attention" (Syd Greenberg).



ing Grand Army Plaza with the borough president and other civic and educational leaders as speakers. Clergymen of three faiths delivered prayers, the post office band provided lively music, a high school glee club sang, and a color guard of the American Legion closed the program.

On Tuesday night, Mr. Van Sinderen spoke about his priceless collection of books on early America, some of which were displayed in the main lobby. Subsequent evenings were devoted to art, music, and a discussion of books for young people. So Brooklyn librarians who merely added these activities to their regular duties were, to put it mildly, kept fully occupied.

Meanwhile, the Citizens' Library Week Committee kept the band wagon rolling. Its first act was to resolve itself into nine subcommittees.

The finance subcommittee raised, mostly from banks, about \$1,100. A general solicitation to Brooklyn business was mailed without eliciting any response. In its postcelebration review, the committee decided that it would have been better to appoint leaders in industry, retailing, labor, and the professions to seek donations from organizations in their respective fields more or less on a personal basis. The treasury was emptied by paying for posters, stationery, postage, badges, and chair rental for the opening ceremonies. The library trustees made available from their own funds \$1,200, of which about \$1,000 was spent. The Friends of the Library, as mentioned, provided the cash prizes for the photo contest.

The education subcommittee, under an active chairwoman and hard working members, engaged the interest and participation of virtually every school in the borough. It arranged for the superintendent of schools to send a special circular to all assistant superintendents and principals which read, in part:

We in the schools, who are so much concerned with the development of good reading habits and sound research skills, should capitalize on the activities organized by the general citizenry of the Borough and make every effort to stimulate participation on the part of families in the programs and activities of the fifty branches of the Brooklyn Library System. I am keenly interested in furthering this project and should like to have a statistical report on the extent of this program.

Top to bottom: "Outside Reading" (Bernard M. Berns) second prize; "Higher Education" (Morton Herman); "The Duke Believe Twins" and "Study Time" (both by Syd Greenberg).

This request, which asked for figures on the number of class visits, new registrations, and parents' meetings of the week, brought tremendous response.

The subcommittee also provided that similar letters be sent out by authorities in parochial and private schools suggesting that these institutions take part in celebrating Brooklyn Public Library Week. Parents were reached in this way through their children, and in a more direct way by a letter from the parent-teacher subcommittee. Announcements urging family participation were dispatched to bulletin editors and program chairmen of the United Parents Association and PTA groups. Notices appeared in many of their publications, some program directors worked out meetings in branch libraries, and several subcommittee members addressed these associations.

The civic groups subcommittee mailed letters to labor unions and the heads of social and fraternal organizations. The subcommittee on religious faiths circularized church leaders in Protestant, Catholic, and Jewish parishes asking that Library Week be mentioned in sermons and announced on bulletin boards.

The only subcommittee composed of librarians was that for library programs. Its four members performed the vital function of coordinating all the display materials and public programs for the branches. They also served as liaison between the library agencies and the over-all committee, proposing schemes, organizing special activities, and submitting to the chief librarian a report on how the branches took part in Library Week. The subcommittee of the Friends of the Library sponsored the photo contest, and the program subcommittee helped plan the opening ceremony at the central library.

The ninth, but far from least important subcommittee, was that for publicity. With the secretary of the Brooklyn Chamber of Commerce as chairman, this group worked closely with the library's public relations office to make use of all available communication media. It formulated the proclamation for Library Week and arranged for city officials and committee members to make the announcement to the press at Borough Hall. The subcommittee also helped in getting the New York City Transit Authority to display the poster, SOMETHING FOR EVERYONE, in all subways and busses. Delivery trucks of the Brooklyn *Eagle* were plastered with banner announcements of Library Week, and special

displays went up in the windows of retail stores and banks, and on bulletin boards of schools, hospitals, and other institutions.

Newspapers were generous in their coverage of Library Week events. The *Eagle* produced a full-page spread in its Sunday section complete with photographs of library activities. The New York *Times* published an editorial about the "splendid public service furnished by the Brooklyn Public Library," and the week closed with the New York *Herald Tribune* paying editorial tribute to the fact that "the people of Brooklyn have shown anew their abiding interest in the world of art, letters, and current events, and the whole city is the better for it."

There was publicity also on radio and television, although a letter addressed to the program directors of local radio stations produced no response. What was needed was a concrete suggestion, and in this regard the municipal station, WNYC, was willing to carry the opening ceremonies at the central library, daily ten-minute interviews with the chief librarian and other staff members, and constant mention of library programs. There was a spot announcement on the popular Tex and Jinx show, and the Esso News telecast on WNBZ, Channel 4, showed the Senior Citizens group enjoying a magic performance in their new auditorium, which was officially dedicated during Library Week.

Was Brooklyn Public Library Week a success? This can only be judged in terms of its purposes. As agreed upon, these were:

To get all the people of Brooklyn to know their Library.

To demonstrate to the community the varied services of the Library for all age groups.

To show how these services contribute to community betterment.

To stimulate awareness of the great importance of reading, both as a fundamental tool in learning and as a great source of pleasure and profit throughout life.

To invite all residents of Brooklyn to join the Library and benefit from its resources.

As to the achievement, a summary report to the chief librarian said:

Facts and figures indicate that Brooklyn Public Library Week was successful. . . . New registration during the week increased 22 per cent over the same week of last year, while requests for duplicate cards increased by 35 per cent.

Of course, no yardstick exists for the measurement of important intangibles, such as increased good will toward the library by the public and influential citizens, a greater awareness of the real riches in the library, and a continued as opposed to a fleeting use of the Library.

SLA's Public Relations Clinic

OUR PUBLIC RELATIONS PROBLEM AND WHAT WE DID ABOUT IT

By Elizabeth Ferguson

IF YOU ASKED ANY SPECIAL LIBRARIAN what his most pressing problem was, the chances are about a hundred to one he would say "selling to management." This is our distinctive definition of our public relations problem. Over the years individual libraries and groups have produced some splendid stories, brochures, and the like. Obviously many librarians do a superb personal selling job, either consciously or unconsciously, as the popularity and success of their libraries bear witness. But no one was satisfied. We had come to think of the dilemma as "We believe we have a story—why can't we tell it?"

We seriously believed that we had gone as far in our thinking on the problem as we could do *among ourselves*. We badly needed perspective, a fresh approach, an unbiased viewpoint. We were obviously too busy *doing* our jobs to describe or evaluate them effectively.

An Unbiased Viewpoint

This line of reasoning made us conscious of the fact that this difficulty in telling a story, in promoting an idea was not peculiar to librarians. Business, as a matter of fact, had to devote a great deal of time and money during the last decades to cope with the same difficulty. As a result of this effort, a group of public relations experts had come into existence. So we asked ourselves why not keep in step with the times? Why not use the accumulated knowledge of the experts on SLA's problem?

Sidney Edlund was our choice among the experts — a leading management consultant, outstanding in his creative sales ideas and a pioneer in visual methods of presentation. We found that for years he had held an independent conviction that library services were of great value but that they were universally undersold and consequently never used to their full potential. Best of all he was

Elizabeth Ferguson is Librarian of the Institute of Life Insurance, New York City, and Past President of the Special Libraries Association.

experienced in directing group studies of sales and public relations problems and getting results.

Special Libraries Association retained Mr. Edlund's professional services in the fall of 1952 and designated a representative group of members to conduct an organized study under his leadership. We called this group and this project the SLA Public Relations Clinic. The objectives of the study were to analyze our problems and to find *workable solutions* to each problem.

(Vital statistics: The group of twenty met in New York City for ten two-and-a-half-hour evening sessions, roughly two weeks apart. The meetings were open to any who cared to attend and participate. The eighth session was a "trial run" before a large audience at a meeting of the New York Chapter attended by members of SLA's executive board and advisory council. This was for the purpose of giving a progress report and getting the reactions of the larger group to the proposals of the clinic.)

At the first meeting we quickly settled down to the business at hand. Mr. Edlund asked for and readily got from the group a list of pressing problems that needed solution. We then listed them in order of importance. At the end of the session this agenda was ready for action:

1. Selling special library services to management.
2. Selling these services to the publics who use the library.
3. Recruiting new members.
4. Selling ourselves (the special librarian's personal public relations problem).

At the next session our expert indicated his own need for a clearer picture of a special library in action. At this point we floundered. One said, "We serve all departments of the company"; another, "We answer 100 questions a week"; another, "We file and index all the company publications." Said Mr. Edlund, "Very impressive but what does it mean? What kind of questions do your people ask?"

So we tried again: "The lab was about to do experiments on the use of a certain alloy. Before they started we checked the literature and could tell them exactly what work had

already been done in this area, here and abroad." Another offered, "Our men had tried unsuccessfully for days to get the text of a certain tax law. When we finally heard about it we produced it for them in half an hour."

"This," said Mr. Edlund, "is more like it. These stories show me, for instance, that you are able to save your men a lot of time. Executives are mighty interested in that. If you can show that expensive laboratory work doesn't need to be done, you're saving the company money too. Money talks. I also see that you could do even better if they brought questions to you promptly. This is apparently one of your problems. . . . The picture is coming alive to me now."

What were we doing at this point? (1) We were interpreting our services in terms of concrete examples. (2) Our stories were highlighting our successes and our failures as well. (3) We were finally painting a true picture of a special library. From the stories we could actually draw two basic conclusions: that valuable service was definitely being rendered and that a more complete service could be rendered in the proper climate of mutual understanding.

What had we done beyond this? We had succeeded in telling our story clearly and effectively to a critical audience (Mr. Edlund) and we had done it by means of anecdotes. We had convinced him—so why couldn't we

use the same technique and get a good reaction from management and our publics? Could these "anecdotes with a purpose" be what our previous public relations efforts lacked? We had found a new way to tell our story. Was this to be the complete solution to our problem?

Reaching Our Audience

Assuming that each librarian lined up the picture of his services, complete with pointed illustrations—was that enough? No, because it wouldn't take into account the different audiences to which it must be presented. At the clinic we had directed our stories to a critical but sympathetic audience of one. On our jobs we had the problem of different personalities and temperaments, company traditions, and office hierarchies. All these had to be reckoned with before we could even get the chance to present any story. The most brilliant story would serve no purpose unless a sympathetic hearing could be arranged.

At this point we could reduce our problem to a mathematical formula—effective story plus sympathetic audience equals good end result. What, however, did we mean by "good end result"? What were we working for? What did we hope to gain? As we spelled it out: (1) We want to perform a better service. (2) We want more opportunities to render service which means closer contact with the



"OUR LIBRARY" IN ACTION

Marjorie O. Baker, librarian of Baker and Company, demonstrating the visual presentation at a meeting at the Public Service Corporation, Newark, New Jersey.

problems of our organizations. (3) We would like more recognition as part of the organization.

However, we had to realize at this point that our companies were not set up for our special benefit. Unless we could show how our services contributed to the over-all objectives of the organization, we would not merit a hearing from management. We could assume that we would not exist at all if there were not some need for information service. But on the other hand we were not a money-making factor in the company operation.

In order to reckon with these cold facts of life, we re-analyzed our services in terms of benefits to management. What does the library actually accomplish for them? We decided that we could effectively demonstrate the following points:

1. We can save time.
2. We can save money.
3. We can provide better information.

In other words, only if we could translate our library services in terms of what management wants and needs could we show the true value and potential of these services. At this point we asked ourselves, "Is this what is meant by public relations?" We decided that, if public relations is a way of thinking in terms of the *people* we serve, we might have found the second key to the problem.

Having thus thought through all the elements a public relations presentation ought to include and provide for, we then evolved a tool designed to help any librarian tell his individual story. This took shape as a visual outline called "Our Library," a series of charts, 20" by 20", spiral bound to an easel. It was this tool which was demonstrated at the eighth open meeting session of the clinic. Following this meeting, the executive board authorized production of the charts. They are now in use and available for purchase from Special Libraries Association at \$10.

Setting the Stage

This outline is planned to serve as a framework for a library talk. It is to be illustrated at every point with well chosen "for instances." The clinic sometimes referred to it as a coat-hanger on which any library story could be hung. Personal presentation by the librarian is essential to its successful use. It is not designed for reading. Careful selection of the examples of library service really interesting to the audience and telling them

with the background of the colorful charts make it possible for any librarian to give a finished and effective speech.

The intensive study which culminated in the visual presentation was, as is apparent, directed to the solution of problem one, selling to management. It remained for the last two sessions to apply what we had learned to the other three items on the agenda.

We found that problem two was really already covered by the visual. The simple expedient of substituting "public" for "management" and directing the illustrations and appeals to the different audience was all that was necessary to adapt it.

On recruiting, problem three, the clinic came up with a slogan, MAKE YOUR OWN JOB, which they contributed to the special association committee which is now planning a major recruiting campaign. As a contribution to problem four, selling ourselves, Mr. Edlund produced a helpful pamphlet called *Every Special Librarian Should Have a Sound Public Relations Program*. This booklet is available free from Special Libraries Association.

Over and above these specific results, the clinic defined some fundamental working concepts of library public relations which may be useful guides for years to come. These sound simple as now stated but, to the best of SLA's knowledge, they had never before been analyzed. Some of them are:

Special library services are not widely recognized because the public as a whole does not understand *the extent to which the recorded past can be of value in solving current problems*. (This principle certainly applies to all library service).

Libraries are the key to the recorded past.

The librarian himself can do the most effective public relations job.

The value of special library services to an organization can best be shown in terms of *saving time, saving money, and providing better information*.

Concrete illustrations of actual services rendered are most effective in describing special library services. Each illustration should cover *statement of the problem, what was done about it, and the results*. (There is no doubt that all librarians have been overlooking this gold mine of interesting stories which would make libraries come alive to the public. Professional writers have been saying this for years.)

(Continued on page 573)

Visual Committee Reports

KEY TO INTEREST AND UNDERSTANDING

By Stanley B. Carman

SEVENTEEEN BRIGHTLY COLORED and highly original posters, supplemented by music, action, and varied personalities combined to make "Highlights of MLA, 1953" the most talked about event of the Michigan Library Association's annual conference. The posters were designed to symbolize the outstanding events of the year. Each was held in view of the membership by a committee or section chairman as he gave a brief report of the activity or project, and then hung, clothes-line fashion, along the front of the room. The posters were part of a streamlined program designed as an alternative to the traditional run-of-the-mill report meeting. Execution of the idea required thorough planning, briefing of section and committee chairmen, and the cooperation of many MLA members in making the posters and arranging the details of their presentation.

Estelle Killinger, Wyoming Branch librarian (Kent County Library), created the posters to illustrate the salient points of the various reports. She used cut-out figures, symbols and designs mounted on 24" x 36" poster board in various colors. Each highly original poster carried a numeral for the month of the activity.

The posters were successful in that they correlated their designs with the projects or activities. Three brown freshman beanies were sufficient for the poster on the Newcomers' meeting, a mixer for library staff members new to Michigan. *Meet Your Michigan Library Association*, an informational pam-

phlet produced during the year by the public relations committee, was represented by a silhouetted human figure in dark green holding a copy of the leaflet against a yellow background. An impressive gold seal, labeled "Michigan Act Number 109," symbolized the success of the effort of the legislative committee in working for the passage of an amendment to the state aid law.

The annual district meetings, organized on a regional basis and concerned with Michigan library problems, were represented by a multi-colored map of Michigan indicating the extent of the districts. In the stick figure of the after-dinner speaker complete with horn rimmed glasses and florid gesture, a dinner held by the county library section to which legislators had been invited to discuss county library problems, was recreated. The report of the MLA scholarships to the summer workshops held by the Michigan State Board for Libraries were represented by a very small figure in a plaid skirt peering at a huge sign labelled WORKSHOP.

Posters Interpreted Complex Information

The posters were meaningful to the membership because in each case they were successful in interpreting complex information in a direct, simple, and original manner. Against a background of appropriate tunes and introduced by clever quotations, they were in themselves an MLA highlight of 1953.

Stanley B. Carman is Adult Services Librarian of the Kent County Library, Grand Rapids, Michigan.



Building Planning and the Use of Color in the Library*

By James E. Bryan

THE LIBRARIAN PLANNING A NEW BUILDING, the modernization of an existing structure, or simply repainting or redecorating will wish to give much thought to the use of color, for color is very important to people. It is *people* whom we wish to interest and attract, and it is *people* who work in our libraries. If we as librarians feel that our books and services are an important and essential ingredient in everyday life, then on their behalf we should also take steps color-wise to bring people to our libraries and make them feel at home there.

Color is important to people consciously and subconsciously, psychologically and physically. It attracts and repels. It stimulates and quiets. It makes people comfortable and it makes them uncomfortable. Men and women are affected differently by certain colors and while "boudoir" schemes may appeal to women, they quite definitely repel men. Few ingredients in our environment affect us as much as color.

Every type of industry, shop, business organization, private and public enterprise is giving considerable time, thought, and effort to the study and analysis of the effect that color has on its customers, clients, users, and employees. Paint and pigment manufacturers, companies producing the various components of lighting installations, and furniture and equipment manufacturers are all spending money and research time on this important problem. Librarians in their search to find better methods to convince children and adults that the use of books is an essential to everyday living will also give consideration to color. And perhaps, since attracting borrowers to the library's books and services is in the same category of activity as "selling the intangibles," the librarian will give more thought to the climate or environment in which these services are made available than do establishments selling the necessities and tangibles of life.

James E. Bryan is Assistant Director of the Newark, New Jersey, Public Library.

* Talk given at the Middle Atlantic Regional Library Conference, Atlantic City, October 1953.

How color is to be used will depend on what we as librarians wish to do with our libraries. Do we wish them to become show places, exciting and talked about, or do we want them to be places where people like to come and stay, where they feel comfortable, but not excited, where it is friendly?

What do we have in mind as the most important function of our color schemes? To show off the building to the best advantage and point up its architectural niceties? To provide a suitable setting to show off the furniture and equipment? To display books (our merchandise) to best advantage and make them attractive? To provide the best in-building climate for ease of reading?

Probably many of us would like to do many or all of these things—they are not necessarily mutually exclusive—but in any case it will be necessary for us to make up our minds as to what we feel to be the first requirements of our color schedule.

Certain Limitations

After we have decided what we wish to achieve in our color schemes, we should also give some thought to what our communities might expect—not that it is always necessary to do what is expected, but if it is proposed to do what is not expected, one should be well armed with good reasons to substantiate the plan. For example, a sophisticated community is more likely to accept the daring and exciting than an unsophisticated community. A town of all new type houses, such as Levittown, New York, or the new communities around Morrisville, Pennsylvania, offer a different type of color acceptance than do our older communities established for many years.

Architecture

The type and style of architecture is a limiting factor in some degree. A modern building can use certain color treatments that do not quite fit a colonial or Georgian building.

Architects, themselves, are also limiting factors. This is not intended to imply that the librarian's choice of colors is better than the architect's or vice versa, or that they cannot be in agreement. The architect, however, puts a tremendous amount of himself and his own ideas into any building he designs. He knows how he wants the structure and its various parts to look, and he will endeavor to have them come out as he visualizes them. The architect, because of training and experience, can visualize much better from a plan or design than the librarian. While some architects may be prima donnas and insist on all of their own ideas, by far the greater number of them are masters at combining their clients' interests and ideas with their own.

Although the application of color in the library is one of the last steps in the completion of your new or redecorated building, it is not a matter to be left to the end of the planning, nor is it to be considered by itself. Color is just as much a part of the finished structure as the first brick or the subflooring. The color plan is a very real and integral part of the whole plan. Properly used it will pull the various parts of the building together, give continuity to areas which call for a flow of traffic or work, and bring a sense of wholeness, especially in the more open plans. On the other hand, color can help to separate functions and activities.

Color planning is not just a matter of what shades and tints to use on the walls, but involves many elements and relationships with other factors which make for a total building environment.

Other Elements and Factors

Lighting. The amount of outside light and the direction from which it comes, as well as the amount of inside light, whether it comes from a direct or indirect source, is to be considered. With incandescent light the color reaction is different from that with fluorescent sources. Fluorescent light brings different results with cold white or warm white tubes.

Floor Coverings. The color of the floor is not only important to the color scheme, but is important to the lighting of the area as well. Dark colors absorb light, lighter colors reflect light. In considering floor colors, however, one should bear in mind that in certain rooms much of the floor area is going to be covered with furniture and equipment.

Walls. It is in the wall areas that we will get our greatest amount of color; the higher and longer the walls, the greater the effect that color will produce. Here again dark colors absorb light, lighter colors absorb less light. Gloss or shiny finishes show reflections and angle light, dull finishes do not cause reflections. The seeing task is more easily performed when reflections are avoided. Color may be used on walls that will make high ceilings appear lower and low ceilings appear higher. Long narrow rooms also may be made to appear shorter and wider by the use of appropriate colors.

Table and Desk Surfaces. Here again dark surfaces absorb more light than the lighter surfaces, and here the seeing task is facilitated by the use of lighter, nonreflective surfaces. The sharper the contrast from the white page to the reading surface, the more difficult is the seeing task.

Upholstered Pieces. Satisfying accents of color can be achieved through upholstered backs on standard library chairs, or through upholstered lounge chairs and davenports. It is well to remember, however, that too many colored pieces in too great a variety of colors serve to be distracting and call attention away from the books. The colors of upholstered pieces, if subdued, will cause the books on the shelves to stand out. On the other hand, clusters of bright colored furniture will draw attention from the books to the furniture itself.

Draperies, Blinds, and Other Types of Window Treatment. It is best to bear in mind that the first purpose of draperies and blinds is functional and not necessarily decorative, i.e., the control of light. There is no reason why window furnishings cannot be a complement to the plan of decoration, but they should not be depended upon to do the decorating job alone. Dark or bright colored drapes tend to emphasize the window openings, pale colors in drapes or blinds tend to make window openings less noticeable and make for a better integrated room.

Shelving. There has always been a tendency in libraries for the shelving to match the furniture. The increased use of steel shelving in reading rooms for cost reasons, and the use of old shelving refinished in modernizations, however, is causing a breaking away from this practice. It is interesting to note that books, especially new volumes in dust covers and plastic jackets, stand out more clearly against dark shelving than against light shelving.

ing. On the other hand, dark shelving absorbs more light.

It should be borne in mind that a room properly finished off is a total of many color elements. These elements must be so blended as to give the impression of a complete composition. If the comment on a decorated or new room in a library is, "What a nice room," or "How well the books stand out," then the room is a success. If, on the other hand, the comment is, "Aren't those fine chairs," or "What pretty drapes you have," then either of those particular aspects of the room has been overdone.

One important factor that is not sufficiently considered is that the darker the colors in all elements making up the area, the more artificial light is needed to provide good seeing. The more light required to provide sufficient foot-candles of light for reading, the greater the number of fixtures. Also more switches and wiring are needed in the installation, and more electric current is required. In other words, the darker the colors of all parts of the color scheme, the more expensive the original lighting installation and the higher the light bill.

Color affects individuals differently. In one of our subbranches in the Newark Public Library, a scheme of a strong yellow and grey was used, the yellow predominating. After a few days of living and working in the area, the librarian reported that she just couldn't bear to stay in the room, that it literally made her ill. This incident indicates that while the color scheme was theoretically correct for the area it had adverse effects on the person most concerned. Also possible was an adverse effect on users. The condition was corrected by repainting a part of the area most visible from where the librarian worked a grey equal in tone to that already in use.

The foregoing sections will indicate quite clearly that total color environment is made up of a number of factors, all important, that must be worked out harmoniously and simultaneously to achieve a satisfactory end result. The librarian in working out a scheme of decoration will, therefore, work out colors of floors, walls, furniture, and equipment as well as drapes and blinds at one time, bearing in mind the type of light used and the end result expected.

Maintenance is also a factor that must not be overlooked. Light colors require more frequent cleaning and washing than dark colors. Repainting is also more frequent with light colors. Some colors fade more readily than

others as time passes. If colors are chosen that are known to fade, be prepared to accept alterations in the color relationships.

While texture is not directly related to color, it has much to do with the total appearance of a finished area. A change in texture adds interest and variety if kept in proportion. In modern buildings there is increased use of common building elements, such as brick, stone, and construction blocks. Indoors, ceramic and glazed tile now are available in attractive colors. These materials present an opportunity for interesting contrasts and effects both with or without a change in color. Smooth finished brick and ceramic tile are relatively easy to maintain and reduce the cost of maintenance. The use of building materials on the inside of a building that have also been used outside give a continuity of effect and tend to lead people into the building in a natural way.

It is the writer's experience that good color schemes can be arrived at "democratically" only with difficulty. During the modernization of the Newark Public Library an attempt was made to have each department choose its own color schemes, but the total of all the staff ideas for the various areas did not make a satisfactory whole. It was finally decided to place the matter in the hands of one person with the best outside advice that he could get. This person, with the help of the architect and a color specialist, made all decisions. A great majority of the staff like the color selections, although some prefer the schemes used in other departments. There are so many individual reactions to color that it is scarcely possible to evolve good decisions by majority opinion.

Thus far this article has concerned itself chiefly with problems that will help the reader formulate his or her own ideas and to assist in getting at the roots and principles involved. Some experience with color over a period of years has enabled the writer to arrive at certain conclusions that are passed on here with the hope of being helpful but with no guarantees.

Conclusions Based on Experience

In courts, charging and discharging areas, public catalog areas, smoking and lounge rooms where people stay for relatively brief periods, and where little reading is done, and the seeing task is general rather than specific, strong colors may be used.

In branch libraries, browsing areas, etc., where people stay for a period of an hour or so, moderate

colors with fairly strong contrasts may be used satisfactorily and with good acceptance by library users.

In quiet study areas, where people stay for extended periods, consult reference works, use publications with small type, and where the seeing task is difficult, colors that are fairly light, calm, and soothing are most successful for long-run use.

Library work areas should have light colors that are soothing and friendly. Remember that the average working person spends most of his waking hours at his business and profession. A calm, pleasant environment produces better work.

In shop areas where distraction from work may cause hazards resulting in injuries, calm light colors are most satisfactory with danger areas clearly marked in orange or bright yellow.

Rooms with north light require lighter colors than rooms with south light in this latitude (Middle Atlantic States).

Areas with little or no outside light and not used for study purposes, such as basement bookstacks, storage areas, etc., can use bright colors.

Special color effects for children's rooms should be studied very carefully. Children varying from five years to thirteen or fourteen years of age have as great, or possibly a greater, range of color interest and sophistication than adults. Colors that appeal to the five or six-year-old child may not appeal at all to older children. It is also the tendency in adults, generally, to think of all children as little children. This is most unfortunate, especially in the field of decoration. Murals depicting the story favorites of small children have a repellent effect on a twelve-year-old boy.

Selecting a Color Scheme

One can now properly ask how one goes about selecting a proper color scheme for the library. It is hoped that the following outline of steps to take will prove helpful.

List your areas to be decorated by the function that they are to perform, the use that will be made of them, and the type of borrower and staff that will use them most frequently.

Choose the areas where you can afford to take chances and those where you must play safe, but do not take chances in areas where special scaffolds or extra equipment must be used for painting. Mistakes in such areas are costly.

Approach your problem with general ideas rather than specific ideas of color. It is easier to accommodate yourself to change and counter suggestions.

A color specialist from a paint manufacturer or library equipment manufacturer will be glad to consult with librarian and architect. The services of the color specialist are usually available without charge.

The painting contractor has had much experience and is usually glad to help. He will make certain, however, that the librarian makes the final decisions and takes responsibility for them.

When selecting colors, choose from large samples, not small.

Plan all of your colors for all elements at one time.

Don't count on exact matches. When colors for painting are mixed, the painter or painting foreman

will place small drops of mixed paint on sample for matching purposes. There should be a sufficient number of samples of each color to be used so that the foreman or painter is not limited in his trial mixes. After the sample is matched it should be placed on a fairly large wall area and allowed to dry to make certain that the color chosen from the sample is exactly as anticipated. Actual experience proves that in many cases an exact match of the sample is definitely not wanted.

Since color is such an important part of the library's climate and of its public relations, the keeping clean of walls, floors, furniture, and equipment is important. Likewise, a regular schedule for repainting is necessary. Such maintenance work should be regularly and adequately budgeted. It can be said that darker colors require less maintenance and less frequent repainting. While this is so, the saving of money should not be the governing factor. The best seeing conditions and an atmosphere of pleasant, inviting, and comfortable surroundings are well worth the slightly increased funds involved.

Finally, lest we concern ourselves with this problem to the extent that we lose sleep, we should bear in mind two saving factors:

There is more than one color scheme to fit our problem and we will probably never know which one is best since it is unlikely that we will ever have the opportunity to try them all, and—

If our plan does not work out for the best, another coat of paint on the walls can help to some extent and the library will probably be repainted in any case in another five years.



SLA's PUBLIC RELATIONS CLINIC

(Continued from page 368)

Everyone who took part in the public relations clinic was convinced that it was a dynamic way of getting solutions to problems. It is difficult to put on paper the exciting process of developing ideas by the give and take of concentrated discussion. It has to be experienced to be fully appreciated. Any group could easily apply the technique to problems of its own, however. Any who might wish to do this may find some practical, how-to-do-it suggestions in the final report of the clinic. This is published in mimeographed form under the title, "The Clinic Approach to the Solution of Special Libraries Association's Problems," and is available on request from the association, 31 East Tenth Street, New York.

Revitalizing a Library Interior

By Florence Strauel

WHERE DOES THE AVERAGE PERSON spend his leisure time? Where does one go to be comfortable and relaxed, amid furnishings which help to do this? Of course, the home is the answer—a home furnished to please the individual's taste, furniture, lighting, draperies, pictures, and colors harmonizing to make a pleasing whole. Thus it seems to me that the library has much to learn from the now quite well developed field of home interior decoration. In decorating the library interior we have not the individual with his odd quirks or choices to consider, but the mass of individuals. Therefore, we must settle on a certain amount of compromise in decorating.

We still, however, have to deal with the aspects of design: arrangement, forms, color, and texture. Because we are revitalizing a library, the texture will not be as rough or knobby, or on the other hand as sheer and gauzy as might be found in a home. The colors on the whole will be more neutralized to serve as a better background for many different colors used in display media, as well as be restful to the patrons. The furniture and equipment will be stylized using a great deal of straight line and none of the old curlicues which as well as being monotonous, heavy, and dark, also served as excellent dust catchers.

Of course, if you have a beautifully carved fireplace, you're going to think twice before you have it torn out. However, one must weigh the relative values. Is it breaking or dividing the room so that it completely destroys the harmony which you are trying to obtain? Will painting the fireplace the same color as the walls modify it enough so that it will not stick out like a sore thumb, or must it come out? And then, what of arrangement?

Here we could well take heed of what home decorators advocate. Furniture is placed for use. Although it is best to arrange all large pieces of furniture so that they are parallel to the walls of the room, this does not mean that they should be placed around the room, up next to the walls.

Florence Strauel submitted this paper in the course on Public Library Administration at the University of Minnesota, Minneapolis.

And how often do you go into a home with the seating so that you cannot use the beautiful picture window to appreciate the pleasing view it should afford? Windows should be considered in furniture arrangement, not ignored. Windows are not used only for light, but also for the view. A nicely treated window with bright draperies and glass, not frosted, can be the decorative center of a room in the library, as well as in the home.

Do you say, "Fine, but how are you going to do that to my old antiquated building? The rooms are small and dark, the building seems cold and musty,—but, I do have a good budget!" What are we waiting for?

Someone else may say, "All it needs is a new heating plant. Buy that and put the rest of the money into books." Surely a library can always use new books, but bright new books are going to make the rest of the library appear that much grimmer, and what good are new books if people aren't going to come into the old, dark building?

Psychological Impact

Decorating has its psychological impact. Many people will come to the library just to see the change, as we might go into a friend's home to see a new piece of furniture. Take advantage of this indirect advertising and make your change drastic enough so that it will be talked about and looked at. Gradual changes, though more in line with some budgets, don't cause the commotion that an over-all redecorating job will. So, play up this point and use it to the library's advantage.

Now, where will we start? Granted, if the library needs a new heating plant, I hope they get it. As for the decorator, she's going to start with the lights and handling of the ceilings. Most library rooms appear too high—ceilings way up there with spotty lighting way up there too. So, our attempt is to bring the ceiling down. In old homes, it has become quite ordinary to paint the ceiling a dark color, so that one feels it is pressing down, and at the same time the walls in a light color seem to push out. However, in a library, without a lot of floor lamps, the ceiling comes to be one of our main light-

ing features. A light ceiling reflects light, and we need light. If we have a big budget, we may go so far as to build a false ceiling; however, if we do not have quite that much money to spend, we could paint the old high ceiling white. From this we could hang fluorescent lights about six feet down, and then below these hang a white enameled aluminum lattice. The ceiling appears lower and results in evenly diffused lighting. Donaldson's department store in Minneapolis applied and installed such a system in their main floor remodeling program several years ago.

If still less money is available, the ceiling color, again light, may be extended down into the wall three or four feet. The amount this comes down would depend on the proportions of the room.

Lighting

As for the lighting, we want something effective as well as pleasing to look at. I was quite impressed by the lights at Minneapolis' Walker Art Center. They've used three large globes over their main inside stairway, hung at different heights. Two larger flattened globes are installed in the entrance way. On sending for a catalog I found these lights quite reasonable in price. They are constructed of wire and translucent plastic, and give a softly diffused adequate light. Though I don't recommend the use of such lights throughout the building, they might very attractively light up many of our dark library entrances.

For reading rooms that have occasional easy chairs, it might be nice to introduce some floor lamps. Some modern ones with parchment shades give off a considerable amount of light. They should be tall enough lamps so that the light arc will accommodate several readers.

For rooms with study or reading tables, we still find overhead lights or desk lamps the only solution. However, overhead lamps need not be ugly.

Fluorescent lighting companies are working to improve their designs. Troffers, flush with the ceiling, can be arranged so they actually add to the design of the room. Short or long-stemmed suspended units will still be used, and not unsatisfactorily if you are careful in selecting them. However beware of plain bulbs. They give a spotty light and lose much of their effect because the light isn't directed by a globe. A point to watch

in selecting fluorescent tubes is the color of the light. The yellow or cream-colored tube has less glare as well as being less likely to distort colors. With the blue fluorescent, some colors change completely.

Lighting is a major factor in the library, and as possibilities increase, it becomes more of a challenge to select the best possible for your library's needs.

Closely associated with lighting is color. Color, however, need not be as large a part of your budget, and is more easily changed. Thus we tend to be contemporary in our choice. Yet we must remember we please the people, not just the individual reader or members of the staff. There is no prescribed rule that says we must use one color or another in the library, none that says we must use a warm, a cool, or a neutral shade. Our object is to make the room pleasing, and thus we must consider the room's exposure. A south-west room will have the sun, thus there isn't the need for warm colors here that you'd find in a north room. Still we want color, and they must be clear and fresh. Each decorator will have his own solutions for the color problem, whether he uses monotonous or contrasts.

Good Design

Today there is a wealth of good design for furniture. Robbs-John Gibbing has some wonderful functionally designed occasional chairs. His are known especially for their depth as well as the good height in the back of the chair. I would like to use such as his or Eames, Herman Miller, Knoll, etc., in a fireside reading room. Also, such modern furniture comes in a variety of finishes—limed oak, blond oak, etc. Almost any finish is available to fit the old wood paneling or the new library furniture.

More and more the trend is away from fussy lines, with good unit pieces in straight lines and plain rounded corners. H. R. Datz in his article "Equipment Then and Now" cites the changes in library furniture design since 1938. He states that "mouldings, cornices, and panels have been eliminated and flush construction" has taken their place. Desks and other furniture are made in units so that they may be easily expanded or rearranged. Catalog cases have removable drawers and shelving is adjustable. Louis Sullivan's concept of design that "form follows function" is being used, and how glad we can be. As librarians, we are now reach-

ing the goals of a well run business—economy in maintenance as well as ease of operation.

Another aspect of modern, is the open feeling obtained through windows and a minimum amount of partitions. Windows are designed to bring the outdoors inside. This feeling is also obtained through the use of planters. Why not combine the low partitions and the planters? Cut down some of the shelf partitions to a height of four or five feet. Use wooden or even copper planters on top of these. By doing this, you maintain sections for individual study tables, yet have openness which seems to enlarge the room as well as omit the dark cubicles.

Air conditioning, modular planning, sound-proofing, pneumatic tubes, elevator systems, and heating are all important topics. However, I will leave these aspects of interior revitalizing to the engineering expert.

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Though I read and made notes from the material included in the bibliography, after finishing this paper I find that it served as an impetus for me to present my own ideas rather than those already used by other librarians. It was indeed interesting to read the article and note what was done to the one-hundred and fifty year old Warren Memorial Library building. However, the ideas I have presented were formulated over the years I studied interior design. I hope that these ideas are not too radical to be practically considered for library use.

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A LIBRARIAN LAMENTS

Karen and Sharon and Sandra and Kay
Terry and Jerry and Joe
Each must have a book today
For a school report, and so:

They come with a whoop and they come
with a call
They prance and cavort most untiringly
But if I should hand them a book that's
not small
They do *not* look at me admiringly.

"What, read all that?" they feebly cry,
"It has to be *in*, tomorrow.
There isn't much time and that is why
A thin book we must borrow."

So Lorna and Janice and Becky and Nell
And Ahab and Jim and others
Are spurned, though they have so much
to tell
Their modern sisters and brothers.

While Karen and Sharon and Jerry and
all
Look 'round with a jaundiced eye
'Til they see a thin book, and then they
call
"Here's one I think I'll try."

It matters not what the book's about
Or whether it's story or tract
There's only one kind that's taken out
And that's an immutable fact.
A thin book, a thin one is what they want

And they'll wander around and look
'Til the hands of the clock are *on avants*
—They could almost have *read* a book.

So authors beware and measure with care
If you're writing for Sandra and Kay.
It it's half an inch your book's a cinch
To please Karen and Terry and Sharon
and Jerry
And carry them quite away.

Oh, if these are the modern Argonauts
They've sailed 'round the gold unheeding
For the thoughts of youth are long, long
thoughts
And they haven't much time for reading.

MARY JANE SWIFT

The Merchandising Function of the Library

By Richard C. Dahl

A LIBRARIAN will often find it valuable to look at his job and his library through the eyes of an expert in a different field. We can't, however, always be in a position to call in an accountant, time and motion man, or other expert. A substitute for the employment of such experts is for the librarian to approach his problems, to the extent that he is able, as would the expert he would like to call in. Obviously we can't be experts in all fields. We can, however, borrow many of the ideas, concepts, and principles from these fields and apply them to our situation. Just the mere translation of our problems into the professional language of another field will often be productive of useful ideas and attitudes.

As an example of such an approach this article will deal with certain aspects of librarianship as might the expert in merchandising. This article will assume, rather than attempt to persuade, that it is a library's function to create demand as well as satisfy it. Such an assumption calls for merchandising, which has been defined as the marketing strategy that gets the right product, to the right place, in the right quantity, at the right price, at the right time, in the right light. The problem thus suggested is to determine what attitudes, concepts, and ideas we might borrow from the merchandising field that will help us in the analysis of certain library problems.

To keep things as concrete and practical as possible, I shall use two public libraries as examples. I am not in the public library field and know these libraries only as a patron. Such libraries were purposely chosen as examples because I wish to illustrate the merchandising approach which considers each step in the marketing operation through the *buyer's eyes*. Librarians should quite often consciously try to get an accurate picture of their patron's viewpoint.

Library A, a west coast library serving a city of 100,000, violates the merchandising principles of display in its handling of pamphlets. Its pamphlets are dumped on a table in the reading room. This is hardly placing the product in the right light. Lew Han in

his book, *Stores, Merchants, and Customers*, states:

It is remarkable how slight may be the means by which merchandise can be brought to favorable attention, or be condemned as without worth. Take a quantity of perfectly good merchandise and throw it down in a careless heap and it at once becomes junk. Let some clever person pick up a bit of such goods and handle it so that its best features are readily seen and it takes on a new desirability.

If the librarian, in deciding how pamphlets were to be handled, had applied some of the merchandising principles of display such a mess would not be found in the reading room. What are these principles? Some of the following rules might have helped:

The product must be visible—not just in sight, but in effective sight. People are attracted by what they can see. In a jumbled pile of pamphlets nothing can be seen.

The display should be dramatic or striking to attract attention and build interest. Position is important as well. Tests made by the New York University School of Retailing showed that interior displays of merchandise at about eye level are much more successful in attracting interest and making sales than when they are placed much higher or lower. As some merchandisers have said, "The eye level is the buy level." Most librarians are aware of the fact books on the lowest shelf don't circulate as much as others more favorably placed.

The display must invite close inspection to convince. It should encourage the buyer or patron to pick up the product. Library A displays its new acquisitions in a locked glass case while Library B, a midwestern library also serving a population of about 100,000, has its new arrivals on an open shelf near the loan desk. The latter practice is far superior from a merchandising standpoint.

Display must spur buying action—ask for the order or direct observer to "buy now." In terms of the above-mentioned display of new acquisitions, a sign might well be used to direct the patron to an easily accessible stack of postal cards used to reserve new books.

Good interior displays are worth time and effort. They have been known to increase sales volume by 25 per cent. It is reasonable to expect that they can also increase book circulation. Properly located they increase the circulation of patrons exposing them to more merchandise. By helping customers choose what they want they save time and effort. Tasteful displays add life and vitality to a library as well as to a store.

A question often asked by a merchandising manager is, "Where is the right place to

Richard Dahl is Law Librarian of the University of Nebraska College of Law, Lincoln.

expose the buyer to the product?" We librarians might well ask the same question. Where should we locate the fiction? Should we separate mysteries? Westerns? Where should we put the periodicals? The newspapers? Merchandisers answer this question in terms of buying mode. Goods are bought on impulse, upon deliberation, or by routine. These factors are important for the merchandiser when he is determining the point of sale.

Goods bought on *impulse* are located at high traffic points. Goods usually bought by *routine* are located in one of two areas, depending on store policy—at points conveniently near exits and entrances if the objective is customer accommodation; at points which make it necessary for the customers to pass other goods (especially goods normally bought on *impulse*) if the objective is aggressive selling. Goods usually bought upon *deliberation* are located in the far reaches of an outlet, where the value of space is a less critical factor, and where the customer can "deliberate," unmolested by noise or traffic.

Library A has five levels of open stacks. The books are shelved by call number (Dewey) starting on the top level and arriving at the 900's on the main floor. The reading room contains periodicals, some fiction, a number of locked cases of reserve books, and a special local collection, also locked behind closed doors. The newspaper room is in the basement and the children's library on the top floor. Such a set-up is convenient only for adults interested in fiction. An elderly person wanting books on religion, psychology, or philosophy must climb five flights of stairs. So must a mother to pick up a youngster in the children's room. The building, though built in the thirties, is poor, but better use could be made of it if the librarian would see things from a patron's viewpoint.

A merchandiser is interested in packaging. A good package is a silent salesman always at the point of sale. Library B realizes this and leaves the book jackets on the books protecting them with a clear plastic cover. Library A makes little use of book jackets. It has, however, started to provide a few pocket books for circulation. Library B should investigate the use of books in this new, popular package.

None of the library practices discussed in this article are new or startling. Librarians have for a long time been interested in improving their service and stimulating circulation. Librarians might well borrow the attitudes and concepts of other fields as a means

of taking a fresh look at their problems. A merchandiser's remark, "Your store should be a display room, not a stockroom," might start a librarian to wondering if he has enough effective displays. Discussion of a market research might suggest to him that he can use reserve requests as means of determining how many copies of new items he'll buy. Try looking at your library through the eyes of an expert in a different field and see if you don't find it productive in terms of useful ideas.



THE YELLOW CARD

Now that my daughter reads so well
She has a new found thrill
She owns a little yellow card
Which has a splendid skill.

She shops for what she wants to read,
And when her eyes behold
The book she wants, she needs no cash,
Her card is good as gold.

Untold enrichment now are here;
Her life is sunned and starred
Since Mommy took her out to get
Her first library card.

FRANK H. KEITH

[Reprinted, with permission, from "In the Wake of the News," by Arch Ward, *Chicago Tribune*, November 19, 1952.]



BOOKMARK ACROSTIC

This book acrostic was used as a bookmark by the Cincinnati Public Library.

Book lore, my friends,
is your pass to the greatest,
the purest, and the most
perfect pleasure that God has
prepared for his creatures.
It lasts when all

Other pleasures fade. It
will support you when all

Other recreations are gone.
It will

Keep until your death. It
will make

So many hours pleasant to
you as long as you live.

ANTHONY TROLLOPE

Informal Radio Program

By *Martin Cohen*

"**S**AY, AIN'T YOU ONE OF THEM GUYS on that radio program?" is a question which has been asked of us for the last three years by the butcher, baker, and candlestick maker. While the candlestick maker is not to be taken literally, it is true that a wider cross-section of Kalamazoo has become better acquainted with its public library through the medium of weekly fifteen-minute radio programs by the director and the community group counselor. Although the program lacks polish and slickness, it fulfills its main purpose—to keep the community library-conscious and, more specifically, to create an interest in the library through the appeal of books.

It all started three years ago when fifteen minutes of air time was made available to the Kalamazoo Public Library by a local station. In looking in professional literature for guidance for library programs it was astonishing to read of the difficulties of librarians in using radio. There seemed to be reluctance and hesitation in facing a microphone and talking on our favorite subject—books. To spend several hours on a fifteen-minute script seemed to us a misdirected expenditure of library energy. We were enthusiastic enough about books to be able to fill up our fifteen minutes. In fact, we have always felt somewhat restricted in that short space of time. Consequently we have managed to keep spontaneous, eager, sometimes even breathless.

Our radio talk follows a basic pattern. After an introduction by the station announcer there is a three-minute description of some aspect of library service—how to get a library card, library hours, etc.—with the rest of the program devoted to our books. We take to the station the fourteen or sixteen books we are to talk about. The actual physical presence of the books in our hands is reassuring enough to let us dispense with an elaborate script. These are nonfiction books which are on view on an open shelf for one week before circulation, are displayed in an outdoor case and in a weekly newspaper list.

Actually, it is impossible to do much about sixteen books in eleven minutes besides give the author and title and make a few very obvi-

ous remarks about the contents. This is a workable formula, however, which has given us a good audience and a good response. We have never undertaken to inform the already-informed who are regular patrons anyway. Our objective has been to interest the nonuser who might become a regular patron if his interest were once aroused by a particular book.

One of the disadvantages of having a "public service" program is the lack of consideration shown to you by program managers when advertisers of paying programs want your particular air time. In the course of three years we have been unceremoniously bumped over the calendar and clock to suit the purposes of the radio station. At present we are competing with the counter-attraction of Friday night televised fights, at a time when no sensible advertiser would waste his advertising dollar! However we are advantageously programmed before the 11 o'clock news. We are consoled to know that these many shifts have given us a new audience each time. Because our program is taped in advance these changes involve no inconvenience or change in our regular routine.

Our method of preparing scripts and broadcasts take perhaps one whole man-hour. A general agreement is made as to what library service will be described. The notation, such as "library card" or "record collection," furnishes enough material for both of us to talk for three minutes, alternating with questions and explanations. With one-third of the script thus prepared, the rest of the broadcast just involves dividing the books equally and talking about them in related pairs, if possible.

We have found that the informality of this program goes far to instill a feeling of friendliness in our listeners. The sketchiness of our notes and the inspiration of the books in our hands make for spontaneity and liveliness. As "What's New at the Public Library" reaches out into the garages, automobiles, barber shops, and homes of Kalamazoo, we like to think we are becoming a friendly, alert place where Kalamazooans are entering in increasing numbers at the invitation of "them guys on that radio program."

Martin Cohen is Community Group Counselor of the Kalamazoo, Michigan, Public Library.

Making Mobiles

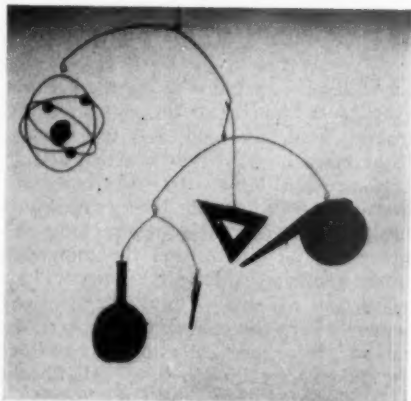
By Clara Reaum

EFFECTIVELY FRAMED by two frosted glass windows in the Chicago Public Library's new applied science and technology department hang two mobiles composed of scientific and technical symbols. They are constructed of poster board painted black, bittersweet, silver, and gold, suspended from a network of connecting wires also painted black. Directly opposite the entrance to the department, this new art form, which has so recently captured the fancy of the nation, serves a utilitarian purpose as well as a decorative one and has created much interest since the department's opening day, October 15, 1953.

Last spring, the Chicago Public Library's art department, which displays each month the work of a Chicago artist, presented an interesting collection of mobiles. It was then that the decision was made to include mobiles in the decorating plans of the new department and thus solve a perplexing problem. Opposite the entrance were two large windows looking out on the back door of one of Chicago's busiest Loop restaurants, a view which could scarcely be considered an addition to the attractive interior decorating plans then in the making. The windows were to be frosted so as to block out the offending view, but this would leave a tall expanse of empty space difficult to fill.

After seeing the exhibit, everyone agreed that mobiles, suspended above eye level, filling in the upper portion of the window, were the perfect solution to the problem. But our enthusiasm far exceeded our knowledge of how to construct them. The collection of the art department contained several interesting volumes on the works of Alexander Calder who created in the early 1930's, the first mobile in the style with which we are all familiar. We found many illustrations of his beautifully designed mobiles but not a word of instruction on how to make them. The staff of the art department had been searching for some time for material on this subject to satisfy the many requests of their patrons.

Just as we were about to give up hope, the first book on this subject came out in June: *How to Make Mobiles* by John Lynch, published by the Studio Publications in associa-



Mobile in North Window of Applied Science and Technology Department

tion with Crowell. We immediately purchased a copy and found that Mr. Lynch, well known for his mobiles, is most explicit in his explanations and instructions and has filled his book with step-by-step directions, diagrams, and patterns as well as many illustrations of completed mobiles. Anyone can make mobiles after consulting his book.

In his introduction he explains that mobiles as an art form are related to sculpture, painting, drawing, and design. Because they are three dimensional, they are referred to by the art critics as mobile sculpture or sculpture that moves. Calder's mobiles consist of a series of two-dimensional shapes combined to form an abstract construction. The shapes are separated, each one surrounded by its own light and space, each to some extent independent of the other and all related through balance, form, and color. The connecting wires form a thin network and are a subordinate part of the composition. The space in which a mobile moves is as important as the mobile itself. The best mobiles have a life of their own and appear to be moving according to a plan. The forms are purposeful and often point to one another or indicate directions in which the observer should look. They should seem, at all times, to be floating or moving through the air, never merely hanging in space. All these elements of motion can be controlled by the maker, giving each mobile a special character.

Clara Reaum is Display Assistant at Chicago, Illinois, Public Library.

After reading Mr. Lynch's book, we tried one of the easy mobiles as a working model, using cardboard and wire. We completed this mobile, not without a few mistakes and considerable effort. With this working model we learned how to determine the balance point of each shape, how to mold the wire arms, and how to make the loops at each end of the arms to which the shapes are attached. We learned that mobiles are built up from the bottom of the design rather than at the top because it is impossible to start at the top and continue adding weight without going back and making adjustments for every piece added.

We were now ready to design our own mobile. We thought that scientific and technical symbols would be more effective and significant for our particular use than the usual abstract shapes. Our first step was to sketch out a design on paper for each of the mobiles. We used ten symbols, five in each mobile: saw, hammer, micrometer caliper, T-square, triangle, atomic energy symbol, beaker, retort, pair of chemist's scales, and gear. We arranged these in pleasing relation to each other and in such a manner as to fill in, in an interesting fashion, the spaces made by the connecting wire arms. The next step was to assemble the material we were to use:

14 ply poster board.

wire (14 gauge galvanized iron).

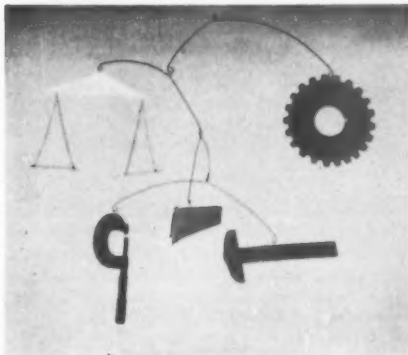
This is about the cheapest, most easily obtainable wire and it is easy to handle. It can be obtained at most hardware stores in 1 pound or 5 pound coils at approximately 35 cents to 40 cents per pound.

long-nosed pliers with a wire cutter at the side, scissors or mat knife for cutting out the cardboard shapes.

a straight pin tied to a short length of string, thread.

poster paint and a brush.

metallic paper.



South Window Mobile

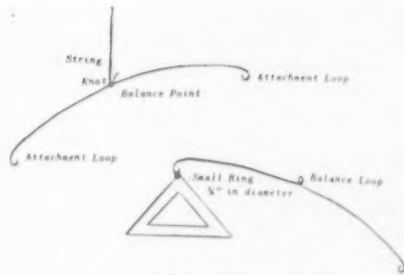


Diagram of Wire Arms for Mobiles

Our next step was to decide what the dimensions of the completed mobile would be so as to determine the length of the wire arms and the sizes of our symbols. To do this we measured the width and height of the space in which they were to be suspended and worked out the measurements with the aid of our scaled design. Again we made a working model from which the final product was to be copied.

After cutting out our symbols we were ready to find the balance point of each shape. This is not as difficult as most people think. It is found by sticking a straight pin into the top edge of the shape and determining the point at which it balances most perfectly. In a working model it is easy to find this by the trial and error method. When you have established this point, punch a small hole approximately $\frac{1}{8}$ " below the pin through the cardboard. Wire rings are later attached through these holes.

We were now ready to work on the wire. This was purchased in a coil so was already curved. Curved lines are more graceful than straight ones and lend more interest and movement to a design. To make the necessary longer arcs, we slid the curved wire back and forth between thumb and fingers until the wire was molded just as we wanted it. We cut the wire in the desired lengths and made a small round loop at each end of each arm, using the pliers. Then we shaped small round rings $\frac{3}{4}$ " in diameter. We shaped the rings with pliers and before closing the ends together, inserted one ring in the hole of each cutout symbol.

Now we were ready to find the balance point of each arm. This was done by tying a string at approximately the center of the arm and adjusting the string until the pieces balanced in the position indicated in our design. To make the loop at the balance point we gripped the wire at one side of the knot

(balance point) with the tips of the pliers and bent the wire back toward us. We continued bending the wire back until the loop was three quarters made and finished by bending the wire in the same direction until it was in a straight line with the balance loop above the arm or arc. The balance loop cannot be made until the pieces are attached to both ends of the arm. The balance loop should always be made above the arm or arc and the attachment loops below it. We repeated this process with each arm, attaching each new arm to the balanced loop below it until the mobile was completed.

The final step in our working model was to make a balance loop in the top arm and suspend the completed mobile on a long piece of nylon fish line attached to a hook in the ceiling and adjusted to the proper length, just above eye-level.

In designing a mobile, we must be sure that each arm is able to move freely and that the suspended symbols do not interlock. If they do, this means that there is a miscalculation in the measurement of the arms, which must be adjusted. The mobile should respond to the slightest breath of air and with each new movement become a new, pleasant arrangement of good design.

When we were certain that our working model was just as we wanted it, we recut the final symbols, following exactly the outlines and punched holes of our pattern. Because of the large size of our mobiles we made our final symbols of double thickness of poster board, (to prevent warping), cutting out duplicate shapes and glueing them together. Using an emery board we smoothed down the rough edges. We painted one side of each symbol with either black poster paint or bitter-sweet, the accent color in the decorating scheme of the department. The other side we covered with either silver or gold metallic paper to create interest and variety not only in movement and design but also in color.

In addition to their delightfully decorative qualities, mobiles may also serve a functional purpose as modern counterparts of the sign boards of the early tradesmen, indicating through symbols, the character of the material to be found in the room in which they are hung.



Book "Mobile"

In New York a vacationing librarian visited the Museum of Modern Art to see an exhibit of "mobiles" hoping to find on display at least one book mobile. There were none.



"BILL BAILEY, PET ME"

Chicago Sun Times

These days almost everybody wants to know either what a mobile is or how to make one. The Chicago Public Library made use of this interest by featuring books and other materials on this subject and inviting John Gouldin, a local resident, to display his mobiles in the Art Department of the Library, during February. Mr. Gouldin is looking at his cat mobile known as "Bill Bailey." A note invited the public to "pet" the cat. When the head is touched the mobile moves. "Bill Bailey" was a sensation to both public and press.

The Artist in Each of Us

THE RIGORS OF BRANCH DISPLAY

By Jean Colquhoun

AT OUR BRANCH, in a large black book, columns of months and columns of display boards designate people per month per board in a businesslike fashion. This however does not take sufficient note of the intractable human element; the enthusiasm of four artistic people are not easily confined by rote and rule.

Every now and again, bi-weekly to some, annually to others, inspiration comes to us. It does not come in our case "sudden from heaven," it usually has its roots in unhappy feelings induced by our fellows such as frustration (nothing to do or nothing one wants to do), dislike (of someone else's board), envy (someone else is having fun with scissors and paste).

The first step calls for no exercise of one's talent, merely for a strong wrist and a long nail to remove previous tacks which become almost fossilized in the hard bed of our boards. When the chosen area is once again in its virgin state of curry-powder brown the creative process can begin.

Owing to the generosity of a previous member of staff we have rolls (which just fail to fit any board widths or lengthways) of pastel-colored paper with which to form a background for design. At the moment I am going through a pink phase—the weather perhaps or maybe just that no one else will deign to use it.

Then comes the great moment of selection—which jackets can be put together without making the eye reel. One more jacket needed to complete one's harmony of pink and green, and all that remains is *The Lost Trail of the Sahara* in orange, yellow, and black.

The number of ways in which one can arrange jackets on square and oblong boards is, alas, somewhat limited. After a month of curves or artfully arranged clusters we are forced to return to the checkerboard and dog tooth effects of the preceding one. And so it goes on, with subtle variations of jackets open flat or spines only showing.

When time and the season permit, of course, we rise to great heights of ingenuity.

Jean Colquhoun is Assistant Librarian of the Toronto, Canada, Public Libraries.

At Thanksgiving we have jackets in a plentiful helter-skelter from a glowing cornucopia; for Christmas, ditto out of a stocking which bears more resemblance to fishermen's waders than anything else.

Further examples are not necessary to give an indication of our varied repertoire. When no great festivity appears and we plod along like all the Sundays after Trinity, our feeling for true color and simple form makes itself felt. As the metaphysical poets yoked their heterogeneous images into carefully patterned stanzas, so we balance unallied jackets in shaded pyramids or fans of symmetrical colors. Occasionally we take the chance that our public will look at a jacket other than that of a new book and, regardless of artistic promptings, arrange a subject display—an exhortation to garden, build, or sew.

Not content with all this we embellish our boards further with small pieces of our own handicraft. To some extent we rely on the resources of our predecessors who have bequeathed to us neatly filed envelopes marked SQUIRRELS WITH ACORNS, ASSORTED FLOWERS, BELLS AND WITCHES; in a different hand, BROOMSTICKS MISSING. Our favorite is apple blossoms—a sprig of them here and there lends charm to any board.

Thus we go on from month to month, a round of apple blossoms, squirrels, and bells. Tulip petals proliferate from our teeming brains to cover thumbtack holes, the whole rather surprisingly turning out as a sort of Balinese headress. From strength to strength our creativity progresses; at one time we may boast a board as sunny as Breughel's corn field, the dark warmth of a Dutch courtyard, the softness of Pissarro, and the boldness of Toulouse Lautrec.

Our modernist plans a Picasso board with mutilated and reversed jackets—it should please the quiz fans anyway. At present I am dreaming up an enormous clock, evocative of grass and daisies, green and white enough, yellow and bright enough to get the public out by eight o'clock on summer evenings. Artists can be practical too!

Bulletin Boards Around the Calendar

By Mary Morgan Glass

WHEN THE TEEN-AGERS STOP at the librarian's desk and exclaim, "Your bulletin board is beautiful! The library just looks lovely!" the librarian feels repaid for all of the effort she has put into achieving that result. This can happen—and it does happen in our library at least once a year, generally at Christmas time, and sometimes on other occasions.

This matter of keeping seasonal and attractive displays in the library is one phase of the work that can hold much interest for the librarian and can give a lift to her spirit. If she enjoys doing it she always seems able to find at least two or three girls among the assistant librarians or the library club who enjoy helping. If there is something about a person's work that gives her pleasure, a touch of excitement, or a feeling of satisfaction, that something should be cultivated and worked with often. The pleasure and the thrill of it, which are as contagious as a bad cold, will reach out and touch many of those around her, giving them pleasure, stirring their imagination, or creating interest. To stir a young person's imagination—and we should hold on to the belief that all have some small amount of it—to help him realize that beauty and interest, and all seasons and phases of his life, tie in with the books the library has to offer—all this is part of the librarian's job. One good way to accomplish this is through the medium of the bulletin board.

Ideas Everywhere

Let's start at the beginning, the birth of an idea. Ideas for timely displays can come from many and varied sources, and everything may be viewed with a library-publicity-conscious eye. The front page of a newspaper may suddenly yield a catch phrase or thought for a board, or a magazine may prove to be a veritable bonanza. The advertisements in the magazines are a splendid source of supply, for they themselves are always timely, and a promising one should be cut out and filed for future use. The magazines ordered for the elementary schools yield many suggestions.

Mary Morgan Glass is Librarian of the Marlin, Texas, High School.



If they are checked in through the librarian's office she can always glance through them before sending them on. A Pilgrim, a Dutch child, a Japanese rickshaw, all done in outline, can be hurriedly traced by the assistant librarian and tucked away for future Thanksgiving use or a travel display. *Ideals* has furnished the inspiration for many of our prettiest boards, especially at Christmas, Easter, and Valentine time. Then there is the never failing source of supply, *Wilson Library Bulletin's* "Display for the Month."

Here are a few of our bright spots during a year's time, used on our large built-in bulletin board which consists of a big center section and two narrow side panels.

One of the earliest displays this fall was taken bodily from an advertisement put out by Parke, Davis and Co. which appeared in several magazines. It showed a number of closed doors with the name of some dread disease on the glass panel of each, and the question, "Which one will open next?" This seemed a perfect set-up and I wondered how many librarians would use it. We drew our doors large, colored them with green tempera paint, and lettered on the glass panel of each door a different field of reading interest: ROMANCE, SPORT, NATURE, HISTORY, BIOGRAPHY, etc. Under each heading, in smaller letters, were listed from six to ten titles of available books in that field. The large gold key and caption, WHICH DOOR WILL YOU OPEN NEXT? completed the display.

The next stop is Halloween. In the October 1950 issue of *Children's Playmate* was a beguiling scarecrow peeking through the fingers of one hand, and beneath him was a verse beginning, "Scarecrow, Scarecrow, What do you see?" The scarecrow, on a

fence post, was enlarged on poster cardboard, painted, cut out, and put on the center board; and he was peeking at pumpkins of different sizes with varied expressions painted on their faces. Out of each pumpkin was sticking the jacket of some mystery book. On each side board was a black cat on a fence, with a moon and stars in the sky above.

For Book Week

For Book Week help came from *The Grade Teacher*. In it two children sailed in the sky on a large open book and looked over its edge at a desert scene below with camel and driver, pyramid and palm tree. The caption was there also, LET BOOKS TAKE YOU TO NEW LANDS. As this was an outline drawing it wasn't too difficult to enlarge on white wrapping paper and to color in gay shades for our center board. On one side panel, also painted on white paper, was a scene from Holland with windmill, row of tulips, and two Dutch children. On the left board a scene from Japan took shape with Fujiyama in the background, a pine tree, temple, and rickshaw. Two former art students helped with the drawing and painting, and many of the students and teachers hailed this as our masterpiece.

Christmas is the most festive season in the library. There is always a large, lighted tree. Huge candles, made of pasteboard tubing from the inside of a roll of linoleum, were covered with slick red paper, topped with white paper collars cut to look like dripping tallow, and wired. They glow at both ends of the room and over the bulletin board each year. Singing angels, made on poster board several years ago, usually adorn the tops of the bookshelves; large red cellophane balls hang from the lights; and the bulletin board is the *pièce de resistance*.

Last year the idea from which it grew came from *Christmas Ideals*, the center board being a copy, done in colors, of a black and white



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drawing found there. Candles of many lengths and sizes were colored and cut from poster board, then put in containers cut from colored metallic papers of olive green, gold, blue, and silver. As a background the entire board was covered with slick white gift-wrapping paper, and back of each candle flame was a circle of gold paper outlined in black. On each side panel, beneath the verse, was a wreath made of holly leaves cut from green metallic paper and held in place with red thumb tacks used as holly berries. Large bows, cut from shiny red paper, hung from each wreath.

The Christmas board this year was a nativity scene taken from the November 1952 *American Home*. We ordered a make-it-yourself pattern, with detailed instructions for coloring, from *American Home*. The figures were drawn on poster board, colored according to directions, cut out, and placed on a black crepe paper background. The colors were very beautiful and stood out against the black, and I believe every young person in the school enjoyed the scene during that week before the holidays. The girls who helped with the painting glowed with pride over the results.

Valentine Display

There was a valentine board that was taken from the back of a *Valentine Ideals*. The background was black and in the center of the board was an old-fashioned bouquet of flowers backed by lace paper doilies. Large red crepe paper roses, surrounded by purple violets and fern and loops of white satin ribbon, made the bouquet.

Another bright spot is a springtime board. This one grew from a library poster advertised in *Wilson Library Bulletin*. A bear was looking at a sign, "Life in the Woods," tacked to the trunk of a large tree. This tree, drawn and colored on white paper, filled the

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Creative Hobbies of Teen-Agers

By Virginia J. Fortiner

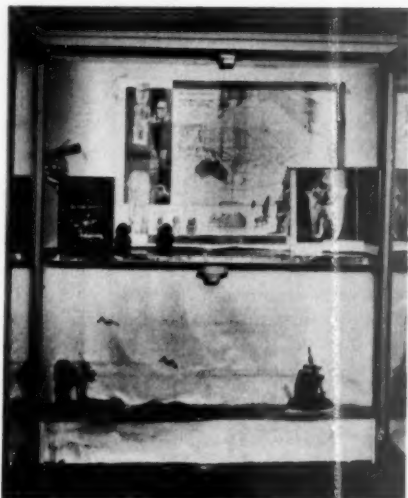
A SHORTAGE is often the mother of invention. Unable to give an entire room to its teen-age readers, because of an acute space shortage in its antiquated building, Maplewood, New Jersey, Public Library has found an original route to the hearts of young people. For the past year or so Maplewood has encouraged the talents and interests of teenagers by donating its two lobby display cases, every other month, to exhibits of their creative hobbies. So far five boys and one girl, from 14 to 18 years old, have been honored. The experiment has obviously sparked reading in this age group, roused enthusiasm among older borrowers, and won the praise of local educational leaders and of the press. The librarian feels that the displays add up to an affirmative answer to the juvenile delinquency problem.

The range of interests featured has been broad: from magic to meteorology, from clay-modeling to cave-exploring. The young people, despite their generation's reputation for appearing blasé (or is it shy?) have shown spontaneous pleasure in the opportunity to put their creations and collections on public view. To the surprised relief of the busy library staff, they have even volunteered to take responsibility for arranging the materials, and have proven dependable in filling schedules.

The series began in an unpremeditated fashion when half a case was left unfilled at the opening of a loan collection of transportation models. We recalled the unusually fine model railroad of a Columbia High School senior. The lad, now a college student, promptly responded. When he saw the space available, he offered not only his pet Diesel model but a panoramic background and assorted railroad enthusiasts' equipment.

From then on, the thing snowballed. Teenagers would stop at the desk to comment on the train with marked enthusiasm. Maplewood, though a small library, is long on friendliness and staff members, however rushed, always try to respond to borrowers' remarks. More and more young people began mentioning hobbies of their own.

Virginia J. Fortiner handles displays and publicity at the Maplewood, New Jersey, Public Library.



Kon-Tiki Display

Some later displays were outgrowths of such conversations, others were suggested by the reference questions of boys and girls who come back again and again for books on special subjects. An example of the second type is a display of tropical fish and aquaria.

Our youngest exhibitor to date, only 14 at the time, was already an amateur magician of local renown. An enterprising and news-minded youngster, he cooperated splendidly, providing such props as his top hat and "magic wand," red-satin-lined black cape and, in place of the proverbial rabbit, a photograph of himself with same. Programs, clippings, letters from older, professional magicians, his membership card in a national organization, and books on magic and magicians from his own and the library's collection rounded out the material.

Maplewood's official sixteen-year-old weather forecaster has an enviable collection of instruments, including an aneroid barometer and a windicator, which he loaned along with weather maps, charts, clippings, and other assorted material. Needless to say, this exhibit, timed for January, brought much word-of-mouth publicity from the hundreds of borrowers who tramped into the building on blustery, snowy days.

The only teen-ager with two shows to date was equally interested in science and art, but he was not one to push himself. It took the discreet encouragement of his mother to obtain the first loan collection. When he found out what fun the experience was, however, he needed only a casual suggestion to set eagerly to work on an elaborate model for a return engagement. His first exhibit was a 40" x 10" model, complete in every detail, of a Medieval castle and courtyard under siege, surrounded by a moat. It was swarming with militant knights and henchmen and featured a tiny model of a predecessor of the guillotine. This last, incidentally, inspired a reference question from an adult who, associating the lethal machine with the French Revolution, mistakenly thought he had found an anachronism. In another case, across the lobby, were evidences of the young artist's fascination with the fantastic and grotesque—colored clay figures who might have stepped straight from the pages of his favorite science fiction in the Teen-Age Corner.

That best-seller with all ages, Thor Heyerdahl's *Kon Tiki*, was the theme of his second show. The tiny raft, exact down to the minutest detail, figures of the crew, their miscellaneous cargo and even a newly-caught shark on the deck, held visitors spellbound. There were three great "stone" heads of idols visible on a palm-fringed atoll in the left foreground, gulls and fluffy clouds swung across the painted linoleum backdrop, and the "painted ocean" was plaster of Paris.

On view at the same time were his clay models of prehistoric beasts, which tied-in with jackets of new books on zoology, archeology, and exploration.

The only girl to have a display is a page at the library and part-time assistant during vacation periods. She cannot decide whether to



TEEN-AGE HOBBY CONSULTANTS

Peter Bach (with his meteorological instruments) and Marilyn Gibbons (with her miniature paintings)

be a librarian (as the staff hopes) or an occupational therapist, in line with her hobbies of oil painting and crafts work. She lent several paintings: two miniatures on little easels; larger landscapes of New Jersey and New Hampshire; still life studies and a marine of the "Yankee," Captain Irving Johnson's schooner; and originals in pen and ink for some of the illustrations she had done for the library's annual report in verse form.

An outdoor hobby offering plenty of thrills, cave exploring, was the focus of another teen-age show, introducing picturesque equipment and an unusual set of photographs of explorers in action at Carpenter's Cave and other sites. Here again books, such as Tazief's *Caves of Adventure*, were prominently placed, and signs pointed out (at the young exhibitor's insistence) the difference between the seriously scientific speleologist and the excitement-seeking "spelunker." This was one show given publicity on the front page of the *Maplewood-South Orange News Record*.

Beginning the experiment's second season, we felt that even more active participation by adolescent borrowers would be desirable. We appointed two teen-age display consultants and plan later to add two of the younger boys and girls to the committee. Ideas for future exhibits were at once forthcoming, and among those on the calendar are: puppets, photography, rope work and other crafts projects of the Girl Mariners, and amateur radio operating. Perhaps the most amusing suggestion to date, which may or may not work out, is a cross-section of the impedimenta which a typical teen-age girl lugs about in her handbag!



Colored clay figures reminiscent of science fiction

A Reply to "Should Librarians Be Glamour Girls?"

By Dudley Randall

WHEN I READ Dorothy Roantree's article, "Should Librarians Be Glamour Girls?" (in the March 1953 *Wilson Library Bulletin*) I wondered why she should associate librarians with unattractive creatures. I, for one, have spent a great deal of time in libraries, and don't think that the librarians in my home town are greatly different from other librarians. I noticed that they had individual differences of appearance and temperament, but I never lumped them in a group as being unglamorous. In fact, before I was aware of the caste system in librarianship, I met a library clerical worker and the aura of her job made her, for me, the most glamorous person I knew. She was familiar with the wonderful world of books, a mediator of the thoughts, the tears, the laughter of all mankind through all recorded history. By the time I had learned of the caste system, however, she had become a full-fledged librarian and thus retained all the glamour of librarianship. I would sooner think of the "huckster" that Miss Roantree mentions as unglamorous than a librarian.

But I think all this talk about glamour and librarians is beside the point. What are we to do to get some of this so-called glamour into the profession? Start recruiting in burlesque houses and have librarians dance the can-can on the circulation desk?

A person goes to a library to get service, and if he gets good service he doesn't care whether the librarian is Mata Hari or Maggie's ghost. One of the things that does irritate a customer, however, is to have to stand cooling his heels while a librarian is busy acting glamorous toward some member of the staff or another customer.

Probably the most glamorous women in the United States today are movie actresses. We read in the newspapers about their temperaments and their tantrums. But are they, in their self-centered antics to attract attention and to be known as "personalities," distin-

guished by interest in and understanding of other people, forgetfulness of self, and willingness to serve—qualities which distinguish a librarian and make her effective?

Competence Seems Glamorous

I remember when I was writing a paper and went to the library to get assistance. Two of the workers in the department were glamorous indeed, but they couldn't find what I wanted. The third worker was not at all glamorous, in the popular sense, but she scurried to the stacks and found what I needed in a thrice. The first two workers gave me charming explanations of why they couldn't find the materials, and gave me the niceties of many smiles without any professional mish-mash. But do you know which worker seemed the most glamorous to me? The third worker seemed so glamorous that I made a point of going to the library when she was on duty. It wasn't smiles or personality that I wanted, but professional competence.

It's strange that other professions are not concerned about glamour. When a person goes to a doctor he doesn't worry about whether the doctor is glamorous or not. He wants to know whether the doctor knows his business, and he takes as indication of it the fact that he has passed a rigorous course where the weak fail and the strong survive. If we want our profession to be respected, let our library schools put a premium on intelligence, imagination, and energy, not on looks or the ability to grin. Also let our administrators raise salaries, and in ten years our profession will have attracted strong recruits and gained some of the respect accorded the medical profession.

Should librarians be glamour girls? There is nothing wrong with glamour in itself. I think that in a library there is room for all kinds of people—the beautiful and the homely, the bold and the shy, the extrovert and the introvert; but I believe that as far as glamour is concerned, that librarian is the most glamorous who gives the best service.

Dudley Randall is Acting Technical Services Librarian, Lincoln University, Jefferson City, Missouri.

From Rabbits to Robots Spiced with Glamour

By A. Rabbit

A YEAR OR SO ago I read over a questionnaire about the qualifications for what might be termed a Model A-1 Librarian. I was awed and overwhelmed. All this . . . and, no doubt, at about the same cut-rate price.

A most scholarly report issued a couple of years ago made librarians akin to rabbits. Summed up, we liked our work but scurried to cover much of the time, as 'twere.

Now I read that there is no reason why we should not have glamour and become sort of super-duper.

While no longer so young, I am all for glamour too. What could be more effective at the loan desk than whipped cream to offset the plain fare?

I remember reading that a certain learned professor at Columbia flayed some librarian he had tangled with as being not only ill-bred and rude, but incompetent as well. For snap judgment the don certainly went all out.

Now, these creatures we are urged to become are out of the dreams of some Norbert Wiener, a master machinist.

Since many librarians cannot come within sneezing range of Model A-1, why not settle with Mr. Wiener for a fancy Robot Librarian? At least for better purple public relations could anything be more desirable? See *Giant Brains*, by E. C. Berkeley, Chapter 8, "Reliability—No Wrong Results." There you have it.

Imagine a beautiful model (no old-fashioned dummy) who would be quite as real and no more artificial than the Hollywood brand. Oh Boy, what questions she could answer! Given time, maybe the \$64 question, who knows?

Fancy a library patron greeted by a sweet appealing voice coming from beautiful lips: "Good morning, we are indeed delighted to have you visit us. Just press my hand where these dials are. Registration-1, Checking in-2, Checking out-3, Renewals-4." (Don't ask me how this will be done. Mr. Wiener will know.)

As you can readily see, this splendid system could be worked out ad infinitum. The classification could be arranged by levers, but

always a beautiful blonde, Miss Glamour, would show the way. Question of law? Press lever 3. How to be always happy? Press level 1 (this would be built for hard wear). What to name the baby? Press lever A-Z. You can easily get the idea. Of course, there might be needed some sour-faced old dragon to give an assist to our Futura.

How charmed the students would be! So much information with so little effort. Let little glamorous Model A-1 Robot do it.



BULLETIN BOARDS AROUND THE CALENDAR

(Continued from page 585)

left side of the center board and extended into the left side panel. Two flying squirrels, a blue jay, and an owl, cut from the colored backs of *Texas Game and Fish* magazine, were in the tree; and on the end of a branch was a red bird by her nest, being watched by a hawk flying overhead. Bugs, bees, and various insects, cut from colored advertising sheets of *Compton's Encyclopedia*, crawled on the ground or flew around the big frog at the foot of the tree. A very shiny skunk looked at a big black widow spider (from *Texas Game and Fish*), and two coons crouched in a hollow of another tree trunk. A real butterfly added color, and book jackets grouped on the right panel advertised new arrivals for those interested.

Worth While

Displays take time but they pay dividends, often in intangible, but worth-while, ways. The children are introduced to new books, reminded of old ones that are timely and worthwhile, and led into new fields of reading they would not discover otherwise. This is the librarian's means of personally contacting and influencing each child. It can be her "labor of love"—love of the children, love of beauty, or love of her books that she wants to share with others.

TALKING SHOP

By M D L



Important Vacancy

PUBLIC RELATIONS—the exciting business of telling everyone we can reach about the pleasures and treasures in store for them at the library! Just going through the material for this issue, we have been fired anew with enthusiasm for the myriad services libraries offer and the variety of ways of passing along the good word.

It is interesting to note that the size of the library has little to do with its achievements. The smallest library has its publics to serve, different as they may be from the audiences the very large library addresses. It is fully as necessary for one as for the other to meet these needs in a practical, professional manner. It is just as important for both to tell their residents—who pay the library bill—what the library can offer them, to give an account of their stewardship, so that taxpayers will not begrudge their dollars. And the tiniest library can glow with the satisfaction of bringing readers and books together just as surely as can the vast research library.

Many of these satisfactions are revealed in this issue—ways in which small and large libraries bridged the gap between book and reader with ultimate profit and pleasure to both. Size is no gauge of success, which in the last analysis comes right down to the individual satisfied patron.

But large libraries can be successful, too, as graphically illustrated by the *Annual Report of the Librarian of Congress for the Year Ending June 30, 1953*, just issued by the United States Government Printing Office. All services of the Library of Congress were more active in this year than ever before. Indicative of this increased activity were the earnings of the library's two principal self-sustaining activities—the catalog card distribution service and the Copyright Office—which deposited into the Treasury receipts for the year amounting to over \$1,902,000, more money than ever before in their history. The catalog card distribution service, which was inaugurated in 1903, is now a million-dollar business.

And these are but the beginning of the many services the Library of Congress offers libraries as well as individual scholars. The report indicates that the stream of readers, writers, and research workers—701,000 strong—was unabated. They were given reference assistance and they used some 2,148,350 volumes and other units of the collections. Books were loaned to some 1,540 libraries, and to 26 foreign countries.

This report, made by Verner W. Clapp, Chief Assistant Librarian, covers the last year of the librarianship of Luther H. Evans, who resigned on July 5, 1953, to become the director general of the United Nations Educational, Scientific, and Cultural Organization.

The matter of Dr. Evans' successor was the subject of an editorial in the *New York Times* on January 4, 1954:

The Library of Congress is one of the foremost research libraries in the world. It has been in the forefront of the movement toward the international exchange of information and the development of an effective International Copyright Convention. It has been the hub of a nation-wide system of inter-library loans, making its material available to libraries and scholars needing them and borrowing in exchange materials to serve its own needs.

The work of the Library has been expanded from the original concept of 1800, of a library to serve the needs of Congress alone, to the present idea of an institution that serves not only Congress but thousands of library institutions throughout the United States and the world, which call upon it for one of its varied services or for the use of material in its collections.

The history of the Library shows that the greatest advances have been made under the leadership of qualified bookmen and practicing librarians, like Spofford, Putnam and Evans. Under their direction the Library of Congress achieved a position of pre-eminence in the literary and scholastic world. Since July, when Luther Evans resigned to head UNESCO, the position of Librarian has been vacant. In the meantime the work of the Library has been admirably carried on by Verner Clapp, the Chief Assistant Librarian, but there has been no official action to make his position as Librarian permanent, or to select an equally competent practicing librarian for the important vacancy.

Congress will soon convene for a new session, and one of the first orders of business, for the Senate at least, will be the confirming of new Presidential appointments. One of the first that should be presented should be the name of the qualified successor to Dr. Evans.

At the time of writing, no announcement has been made, but it will may be that before this issue is off the press the new Librarian of Congress will be announced. Surely we may confidently expect that President Eisenhower, who has taken such a forthright stand on the place of books and libraries in our democracy, and who has so admirably based his selection of candidates for public office upon their specific qualifications for the posts, will do no less in filling the most important library post in the world—that of the Librarian of Congress.

If the post is still vacant when this *Bulletin* reaches you, you may wish to write the Honorable Sherman Adams, Assistant to the President, The White House, Washington, D.C., adding your conviction that this important professional post should be filled by a professionally-qualified librarian. If such a professionally-qualified person has already been named Librarian of Congress, you will undoubtedly want to write Mr. Adams, expressing your appreciation of the appointment.

Publicity That Worked

Great Books Self-Starter

FOR SEVERAL YEARS the Great Books program at the Syracuse Public Library was highly successful. Then it fell into a slump, and the library seriously considered dropping the project.

A protest went up from a group of enthusiastic members, and they promised fullest cooperation and promotion if the program could be continued. A guest night at the home of a young couple attracted many new members, and the library decided to ask the Great Books Foundation to sponsor another leader training course.

Both newspapers have always been cooperative, but we were especially fortunate in having as one of our most enthusiastic great books members, Cathy Covert, a reporter and feature writer on the Syracuse *Herald-Journal*. As a result, one would have thought the great books leadership program was the biggest item of news in Syracuse. News stories, feature articles, editorials, and pictures appeared in daily and Sunday editions for several weeks and, with the cooperation of the women's editor, the photographer, and the staff artist, an unusual, full-page spread appeared in the Sunday paper. In writing up Miss Covert as journalism's "Woman of the Year," the *Herald-Journal* brought out the fact that she and her husband (in private life, Mr. and Mrs. Frank Stepanek) are now leading a great books discussion group, at the Syracuse Library.

The *Post-Standard* used releases and pictures supplied by the library and were generous in the space allotted. Releases written by another newspaper woman who later joined the leadership training course were printed in many of the daily and weekly newspapers in the surrounding area.

The five local radio stations and the two TV stations aired a great many spot announcements. A slide with the caption, OPEN HOUSE ON IDEAS, was used. A prospective leader was interviewed on radio and three young couples, with a leader, held lively discussions, based on the Declaration of Independence, on the two TV stations.

The field representative of the great books program distributed brochures, posters, and announcements in the city and the surrounding area. Letters were sent to former great books members. Perhaps most important of all was the word of mouth publicity given by the enthusiastic members.

Thirty men and women, many from as far as forty miles away, attended the leader training course, which was considered by the foundation to be unusually successful. The publicity that worked so successfully with the leader training project has continued to the present time. As a result, there are now three thriving first-year groups in operation at the library; one doing second-year reading; and one third-year reading.

The group which presented the panel over TV has been invited to give a demonstration at the February meeting of the Central New York branch of the American Association of University Women, and the program chairman of the Professional Women's League has invited the librarian in charge of the program to be its speaker at a spring meeting.

RUTH M. PHILLIPS, Assistant Director
Syracuse, New York, Public Library



Young Pegasus

ABOUT THE TIME that Nathalia Crane, author of "The Janitor's Boy," and Hilda Conkling, author of "Shoes of the Wind," were making an impact on the literary world with their youthful verses, the San Antonio Public Library started a unique experiment in cultivating children's poetry.

The experiment was unique because it was concerned with a wide age range, any age up to eighteen, and because it acted only as a collecting and preserving agency for children and young people who could really write poetry. From 1927 to the present, the library has had printed each year a small volume containing the best of the poems submitted to the *Young Pegasus* contest. The sole reward for writing a poem good enough for the book was having the poem in print. And that was reward enough for some very good poets.

Last year, as the Public Library observed its fiftieth birthday, seemed a good time to make an anthology of the outstanding poems in *Young Pegasus* during its first twenty-five years. The cream of the successive years' crops turned out to be amazingly good. Several of the girls and boys, in their teens when their poems appeared and now grown men and women, wrote poetry of memorable quality.

The special publication of *Young Pegasus* was dedicated to Leah Carter Johnston, the library's director of work with children, whose vision and ingenuity gave birth to the publication.

JULIA GROTHAUS, Director
San Antonio, Texas, Public Library

Florida Authors

OUR MOST SATISFYING PUBLICITY CAMPAIGN last year was waged in behalf of our Florida Author Nights. This series was started as an experiment in 1951, and was given little publicity.

Last year however, when the newly organized adult education department was assigned public relations, a plan was worked out for promoting the programs. The speakers were writers who contributed their time to this public service program. Some of the authors, such as Philip Wylie, a well known popular and controversial writer, required no publicity.

But the word "author" meant, in this series, anyone who wrote words that sold to any media, including radio, TV, and newspapers, and programs with writers of such specialized material did need publicity.

First, typed releases were sent out to the two daily newspapers: a detailed general story to be published before the series started, then, one for the Sunday book page, and a story for the evening and morning of each program. Multilithed radio spot announcements for each "Night" were sent out to our 13 radio stations and to the TV station with a letter of explanation to each program director accompanying the first announcement.

Often, personalities with their own shows became interested and asked to have brochures and spot announcements sent direct to them. Sometimes this resulted in guest appearances for the authors on radio and TV; however, some of these were unsuccessful, because too many commercials cut short their allotted time. A short description of the "Night" was always made on the Library's fifteen-minute radio show, "Let's Look It Up," preceding the author night.

Displays were made of materials in the Florida author collection. Manuscripts, galleys, photographs, autographed books were used very effectively in cases all over the building. Well designed, four-page brochures with clever covers were gotten out which included the programs and a list of the writers' books. These leaflets were given out at the main library and branches. Bundles of them were given to hotels and restaurants near the library, to the YWCA, YMCA, Chamber of Commerce, and the Audubon Society headquarters for distribution.



Ruby Leach Carson, Mel Shaw, and Malcolm Ross in Miami's Florida Room

They were sent to teachers of all creative writing classes in high schools, the University of Miami, and other institutions offering adult education courses. They were also delivered by some of the branch librarians to high schools near them, and were discussed at meetings of department heads. As a result, students were assigned to attend the programs.

Brochures were also distributed by the Miami Beach Chamber of Commerce and hotels at Miami Beach, and by all Dade County Welcome Wagon hostesses. The United States State Department asked for the brochures for distinguished foreign guests.

They were enclosed in every letter sent from the Adult Education Department and were distributed at meetings at which staff members spoke. Librarians distributed them to interested friends. Brochures also reached author groups, clubs, organizations, the Adult Education Committee of the YWCA, the Fine Arts Committee of the American Association of University Women, etc.

It is felt that everything that could be done with a limited staff was done to let Miamians know about the "Nights." It is also felt that the publicity given to the Florida Author Nights has increased the public's use of the library, not only for this program, but for all of our services. Nearly four thousand people availed themselves of this program alone, and we are looking forward to a large number in the future.

HELGA H. EASON
Head, Adult Education
Miami, Florida, Public Library

Faculty Favorites

IN NOVEMBER 1953 Mississippi State College Library had success with a publicity plan that grew out of an idea from the *Wilson Library Bulletin*, showing a bulletin board of faculty favorites.

Our plan was to feature not only favorite book titles of staff members, but also to exhibit staff hobbies, display books written by our staff, and give a coffee for those participating in the activities.

The circulation staff developed the plan in this manner: fifty names of staff members were chosen at random from various departments. A note was written to each requesting a favorite book title and a comment as to why it was selected as a favorite. Post cards were enclosed to speed up replies. Forty cards were returned.

These book favorites were then displayed on a bulletin board by making open books, approximately 4" x 6", from colored poster paper. These were mounted on gray paper to give harmony to the board. Lettering was done with black ink, giving author, title, comment in regard to the choice of the book, and the name and department of the staff member. Three drawings of men chatting were placed in the center of the board. **FACULTY FAVORITES** was used as a heading. The titles submitted ranged from *Treasure Island* to *Thucydides' History of the Peloponnesian War*.

In addition, 15 other staff members were asked if they had hobbies that could be exhibited. It was revealing to discover that 13 of them did and were eager to cooperate in the plan. The variety of interests created a most unusual assembly of items in the circulation lobby and in the Mississippi Room.

Bringing together the books written by our staff brought a pleasant surprise when two books were donated for the display.

Attention was focused on the event by articles in the school and town papers. Posters were placed on the campus bulletin board. As a whole, the project entailed a remarkably small amount of work. The staff members gladly brought the hobbies to the library and came for them when the exhibit was over.

The climax was the coffee in the library staff room. The results of staff week were excellent. New interests among staff were discovered, students read books selected as favorites by their professors, and people visited the library who had never come before. Best of all was the warm fellowship that existed and the request by a number of people to make it a yearly affair until we had covered all the staff.

MARGARETE PEEBLES, *Circulation Librarian*
Mississippi State College
State College, Mississippi

Two New Wings

THE FREE PUBLIC LIBRARY of Teaneck, New Jersey, celebrated the completion of two new wings at an open house on December 5. Nearly 500 residents of the township as well as librarians and trustees from New Jersey, New York, and Connecticut attended.

The original library building was dedicated in November 1927, when the library was organized as a tax supported institution. Two wings were added with PWA funds in 1936 and the recent additions which include a new junior room, a reference room, a young adult room, and a music room cost \$237,000.

The exterior is Georgian colonial and the furnishings are in mahogany and maple, carrying out the colonial design. Color is widely used in the decoration and upholstered couches and chairs.

The circulation in 1928, the first year the library was open, was 21,000. In 1952 it was 258,000.

AGNES C. NORTON, *Director*
Teaneck, New Jersey, Free Public Library

Traveling Bookworm

A bookworm got nationwide attention through the Ohio sesquicentennial, thanks to a bewildered Air Force man and a hard-working library staff.

The bookworm was a twenty-five-foot, apple green individual constructed of wire, burlap, paint and papier-mâché by the Columbus, Ohio, Public Library. The bespectacled, jauntily grinning critter emerged from a huge white model of the Columbus Public Library on a float built by the library for the Ohio sesquicentennial parade in Columbus earlier



MARCH 1954



Columbus Dispatch Photo

this year. He (or she) was absorbed in a mammoth book—"The History of Columbus".

The worm made news when he appeared in another parade the same day, over forty miles away. A trailer for the float had been loaned by the Army Air Force base at Lockbourne, Ohio, near Columbus. The base also supplied men and material for a parade at Chillicothe, Ohio, over forty miles away.



The day of the two parades, a hurried motor pool dispatcher assigned the bookworm driver to the wrong parade. In Chillicothe, the Columbus Public Library float was the biggest in the parade and led the procession. In Columbus, Delbert Waybright, library page who was to ride the float wearing a huge papier-mâché head and a Chris Columbus costume, got in the parade after all. Led by Librarian Marjorie Pellican, he tramped the two-mile route wearing a hastily lipsticked sign—"We Lost Our Float."

A little worse for the trek ("We built him for four miles, not eighty," said Tom W. Harris, the library's public relations director) the big worm was back home next day. But he still wore his smile and his glasses, still was absorbed in his history book.

Public Library
Columbus, Ohio

Come to the Fair

IT WAS THE SEASON OF FAIRS AND CARNIVALS. Almost every week there had been one to attend, and then came the one in our own county. The Fannin County Library display was between the wild life exhibit and the forestry unit exhibit, like a safe and sure retreat. It was a living room scene with a desk and a chair to the right of the entrance. On the desk were a lamp and a number of books, some of which were opened to show their contents. There was a large placard, tacked to the back of the desk and visible from the outside, which had the words: GOOD READING on it. And it meant just that, too!

The decorations were in brown and gold crepe paper—simple but very attractive. The name of the library was arranged in these colors at the center of the back of the booth, and under it was another placard giving library statistics. There were Book Week posters and a special little table and chair for the tiny tots. Over the table was a bulletin board containing a sample of the summer reading certificate, one of the little booklets in the shape of a bookmobile the children used for their reading record, and a small copy of a real bookmobile used in a nearby region. (One for our own country is still more or less a pipe dream).

To the right of a comfortable looking chair with a floor lamp was a bookcase filled with books on recreation.

And there was a certain little blue ribbon attached to this exhibit, indicating the judges agreed that it was a very fine exhibit!

EDNA SULLIVAN, *Library Board Member*
Fannin County Library
Blue Ridge, Georgia



Diamond Jubilee Contest

THE MILWAUKEE PUBLIC LIBRARY recently awarded a \$500 medallion for the prize-winning entry in a diamond jubilee contest in celebration of the library's seventy-fifth anniversary. The winner, who had to write seventy-five words or less on the subject of "What the Library Means to Me," was Colby Lewis, assistant program manager for the local television station, WTMJ-TV.

Lewis's entry, one of 361 essays submitted in the contest, was:



The library is the torch of past experience, without which we would always be starting over in the dark. It is the light of freedom, illuminating what, not few, but many men have learned and felt about themselves and the world. It reveals others beside and with me when I feel alone. It shines not only on my work and play, but on our whole community, enlightening the total to better brighten me.

A half-carat gem diamond set on a gold disc was presented to Lewis for the prize winning entry. The diamond medallion was contributed to the library for use in the contest by Frank Russell, a Milwaukee diamond importer. The inscription read:

DIAMOND JUBILEE CONTEST AWARD, 1953
MILWAUKEE PUBLIC LIBRARY

Dale E. Hess, thirteen, received a special award for the best entry submitted by a child. The award consisted of four books donated by Schuster's, a local department store.

His entry reads as follows:

"Reading Happiness Unlimited!" Those three words, instead of seventy-five, tell what the library means to me. I'm only a boy but I've already learned how helpful the library is. I'm happy and grateful to know that a wealth of educational knowledge can be mine and equally as happy to know that I'm sure of a lifetime of free reading pleasure. Yes—that's what the library means to me. . . "Reading Happiness Unlimited!"

SHIRLEY MARINE, *Assistant*
Publications and Exhibits Department
Milwaukee, Wisconsin, Public Library

Strictly Modern

While we were admiring a mobile one day, an idea was born. Why not design a mobile made with books—in short, a *book mobile*?

Since the whole idea of a mobile is to express color, shape, and motion all at the same time, we used the brightest and lightest of materials. Books themselves were far too heavy, but light paper boxes provided a good substitute. The gayest colored book jackets were wrapped about the boxes and thread just strong enough to support the weight was used.

A bookmobile lends itself exceptionally well to book displays. Delicately balanced, it responds to a draft or a breeze with contrasting movements and startling changes in the relations of the books sus-

pended in space. The mobile can be hung from the ceiling or from a light fixture. It avoids competition with other displays for floor or counter space, and because of its high degree of visibility and movement, it is particularly effective in a window display. By changing the book jackets periodically, altering the lengths of the strings, and occasionally adding more books, the mobile can always be kept novel and interesting.

At the University of Washington Library, our book mobile hangs in the general reading room. It provokes comments from students and faculty alike. The librarian in charge reports brisk circulation of the various books represented on the book mobile.

ROMAN MOSTER

*University of Washington Library
Seattle, Washington*



Conducted Tours

A REQUEST FROM A CLUB for a book talk, which caught the librarian unprepared and off balance at a particularly busy time, resulted in a spur-of-the-moment proposal which has done more for the Council Bluffs, Iowa, Free Public Library than any number of carefully planned events.

In desperation, we suggested that the group come to the library for a tour to see recent improvements, learn about long-range plans, and become acquainted with the various services available. The club's program chairman was delighted—the suggestion offered that something "new and different" that is always being looked for.

On the following Tuesday evening forty-five insurance women came to the library and were given a complete tour of the building. We had expected them to stay about forty-five minutes, but they were so enthusiastic, asked so many questions, and stopped to examine so many things, that they stayed twice that long.

The next morning, when we assessed the response of the group members and their comments, and realized how many of them had never been in the library before, we could see the possibilities of this

new medium of public relations. In consequence, we talked to other club officers, scheduled tours, and worked out a pattern for handling them.

Some groups meet for luncheon or dinner, have their business meeting, and then adjourn to the library for their program. If it is more convenient, we provide a room for their business meeting, either before or after the tour. When there are more than twenty, we separate them into two groups, escorting half of them upstairs while the other half are shown the main floor, and then reversing the groups. A coat rack is put in the office so that wraps may be left, since we want people to be comfortable while walking through the building. And, we take them everywhere—office, work areas, staff, storage and meeting rooms, as well as all departments regularly used by patrons. We have been surprised at the interest in regions not generally open to view.

As we go about the building we talk about the operation of the library, appointment of trustees, financial support, number of volumes, importance of bound magazines in reference work, purpose of various files, reason for microfilming newspapers, value of government document collection, reasons for various procedures. Questions usually bring out many of these points, and provide an opportunity to mention services not apparent.

Last year we conducted 14 tours, composed of approximately 500 people, and several organizations have already scheduled a library tour as part of their 1954 program.

GERMAINE KRETTEK, *Librarian*
Free Public Library
Council Bluffs, Iowa

Book Mobile

We asked our Art School to produce a book mobile for us, and furnished a variety of book jackets which were pasted to cardboard in the shape of books. The mobile was made by a student of Norwich Free Academy under the direction of one of the Art School faculty. It was suspended over a high cross beam in the center of the library and a string attached to the balcony rail made it possible to raise or lower it, if desired. We plan to re-cover it in the future.

ELIZABETH E. BEAN, *Librarian*
Norwich, Connecticut, Free Academy





Mural in Michigan

REDECORATION OF THE CHILDREN'S ROOM of the Carnegie Library of Ironwood, Michigan by the Ironwood Junior Woman's Club caused me to cast about for ideas for a mural.

Through the cooperation of two organizations and two institutions, there is now installed in the children's room a mural 36' long, portraying the development of Michigan's Gogebic Iron Range from prehistoric times to the present.

The theme was inspired by a lecture series given by the University of Michigan Extension Services in Ironwood. The Library Board of Trustees, Gogebic County Historical Society, Ironwood Junior Woman's Club, and the Art Workshop of the Gogebic Community College got behind the project and the mural was installed less than a year later. The art workshop is made up of local artists, each of which spent hundreds of hours on the painting.

The mural is an oil painting in six sections, depicting the Gogebic Range in the following stages: molten earth; volcanic-mountain building; tropical seas; prehistoric animals; primitive man—early mining; mining and lumbering. There is also an introductory panel listing the titles of the sections and the sponsoring organizations.

Much research was done in the library to make the details of each painting correspond to the periods represented. Technical advice on geology and mining practice was provided by local mining engineers, and the frames were donated by a local lumber mill.

NORMAN J. BUNKER, *Librarian*
Carnegie Library
Ironwood, Michigan

Fish, Fowl, and Flowers

IT WAS A LACK OF STAFF TIME that generated an idea which has proven a particularly happy one for our children's room. In the winter, we had made cut-outs from colored paper and put them up as a border decoration above the shelving around the room. The effect was attractive and we wanted to continue it, but when it came spring we had no time to make the needed change of motif.

Considering this, it occurred to me that if the children themselves could make the border, two purposes would be served. First, the needed change would be made, and secondly, and more important, participation would make the children feel that the room was really their own. If, in addition, it could be done as a school art project it would join a school activity with a public library need and thus help create civic consciousness in the children.

When I called the elementary art teacher, she greeted the suggestion with enthusiasm, a feeling that soon was reflected also in the remarks we heard from our young patrons. I had asked for bird, fish, and flower designs. Each child was allowed complete freedom of imagination in working out his idea.

In a few weeks two hundred and fifteen designs were selected and sent to us. From these we were to choose those which we wished to use. But it was impossible to make such a choice! We used them all! The result is a border of cheer, charm and infinite variety, entirely suited to the children's room atmosphere.

Whenever school classes visit the room, there are always such comments as "That flower is mine," "This is the fish my brother made," "Here is Susie's bird." One little boy, who was much in need of successful accomplishment, went home on the day



YOUNG ARTISTS' WORK AT STURGIS

his fish was put up and brought back five playmates to see it. Parents and teachers continually speak of the appropriate gayety that the border has given the room.

The making of the border seemed to be the seed of a closer library and school relationship, which has been growing ever since. It is now through the school art department that our summer reading clubs are advertised. The elementary supervisor invited me to give a series of book talks to parents of prospective kindergartners to acquaint them with the library's books on child guidance and those which would help orient the child in the school situation. The Teachers Club asked our cooperation on a textbook exhibit in the library during National Education Week. The High School Art Club took over the decoration of the library windows for Christmas. When we had the National Newspaper Week display, several school classes visited the library to see it. Several teachers have developed the habit of sending committees of pupils to choose books for classroom collections.

So out of the gesture of inviting the help of children in a library need, there grows the lively awareness that makes for lifetime habits of public library use, and the healthy feeling that it is *their* library.

LUCY A. GALLUP, *Librarian*
Carnegie Public Library
Sturgis, Michigan

Fiftieth Anniversary

WHEN THE ELKHART LIBRARY celebrated its fiftieth anniversary this past October, ten local people were asked to help with the planning. Their enthusiasms carried the observance beyond a one-day affair to a whole week of events with special programs for each evening.

Particular phases of library service and book collections were emphasized under the general theme, YOUR LIBRARY, with stress on our freedom to read. Individual members, given charge of certain days and programs, in turn asked other people to help. From this larger group came more excellent suggestions.

Thus, on Monday evening, a hobby show, with collections supplied by local hobbyists, was combined with book displays to call attention to the relationship between YOUR LIBRARY AND YOUR SKILLS.

On successive nights, YOUR LIBRARY AND YOUR READING stressed great literature and featured an open session of the local Great Books group. YOUR LIBRARY AND YOUR CHILDREN provided entertainment for children with a puppet show put on by a fourth grade group. There were displays of children's books and books for parents. YOUR LIBRARY AND YOUR JOB was highlighted by an industrial book fair with book displays on topics of interest to business and industry. Specialists from local firms were asked to look over individual collections and to discuss books in their fields with interested persons.

The Junior Historical Society took charge of YOUR LIBRARY AND LOCAL HISTORY. They showed an old film taken during Elkhart's centennial celebration of 1923, and a series of slides made from photographs of early Elkhart scenes.

A variety of devices helped with publicity. Printed bookmarks showing the week's program were distributed to patrons early in the month.

Several grocery stores placed bookmarks near their cash registers to be given to customers as they checked out. An attractive poster was distributed by Boy Scouts for display in stores and offices. There were radio spot announcements and newspaper editorials and articles.

One committee member composed a letter to ministers, asking them to mention the anniversary week in their church bulletins. A locally owned supermarket which has a fifteen-minute radio program each afternoon used queries on the library's circulation, size of collections, etc., as jackpot questions. The same store sold us, at cost, small shopping bags on which we had printed 1903-1953, ELKHART PUBLIC LIBRARY, GOLDEN ANNIVERSARY. These were popular with all our patrons.

Several stores on Main Street arranged excellent window displays of library books which tied in with their own particular wares. One store made frequent mention of each day's program during its regular sponsored newscasts. Initial contacts for many of the displays were made by the owner of a local bookstore as her work on the publicity committee. We had some unusual exhibits. An open house on Sunday afternoon was the climax of the week.

RUTH E. KELLOGG, *Librarian*
Elkhart Carnegie Public Library
Elkhart, Indiana



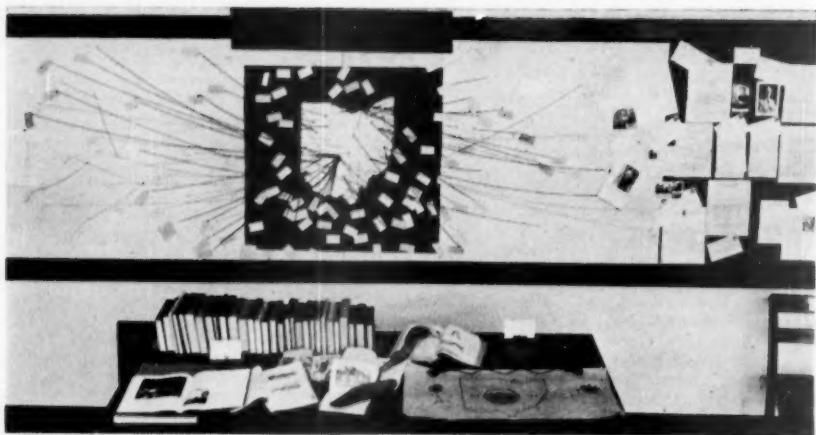
Happy Famous Birthday

THE SIXTIETH BIRTHDAY of children's books author and illustrator Lois Lenski was the occasion of a dedication ceremony at the Warder Public Library, Springfield, Ohio, renaming the children's room the LOIS LENSKI ROOM FOR BOYS AND GIRLS.

Miss Lenski was photographed autographing books for winners of a book review contest which had been conducted by the library for its younger patrons. She has generously donated to the library all the first editions of her books, as well as foreign editions, and many large original drawings for her illustrations.

She said, as she welcomed old family friends and talked to the school children, that this was the happiest birthday of her life.

MARJORIE B. HILL, *Children's Librarian*
Warder Public Library
Springfield, Ohio



Ohio Authors

"OHIO AUTHORS," part of the Ohio Sesquicentennial celebration, began as a seventh-grade library class project at the J. C. Donnell Junior High School in Findlay, Ohio. The map, placed on a blue background, shows the home counties of Ohio authors who write for young people. The author's name, county, and title of his books were typed on cards and yarn was used to attach the card to the county on the map. The heading, "Ohio Authors," is also in yarn.

At the right are letters and pictures received from Ohio authors (as well as a picture and article from the *Wilson Library Bulletin*). On the table are displayed books about Ohio and by Ohioans and a scrapbook about the origin of place names, early libraries, legends, and literature of our state.

ELNORA M. PORTTEUS, *Librarian*
J. C. Donnell Junior High School
Findlay, Ohio

Everyone's Favorites

OUR BOOK WEEK LIBRARY DISPLAY caused such a crush of viewers that I feared someone would be pushed through the plate glass of the lighted showcase in the lobby of our Weston, Massachusetts, High School. My student library assistants also enjoyed this "project that worked" and nearly burst keeping our plans secret until everything was ready.

We decided to make a display of the names of favorite books of various people well known to the high school students. We asked each faculty member to loan us his high school graduation picture or the nearest one to it, and then to give us the names of the two books he liked best when he was in school. To bring the townspeople into it, we asked the same of the officers of the PTA and the High School Alumni Association, the school board members, and the selectman of the town.

Each picture was mounted on a sheet of black construction paper along with a simulated book about 5" long, cut out of colored paper with white scraps pasted inside to look like pages. On the covers of the opened book we printed the titles and

authors of the favorite books. Then we arranged them in one side of our double display window under the caption, THESE WERE OUR FAVORITE BOOKS WHEN WE WERE IN SCHOOL.

Next we borrowed recent photographs of a few students in each grade, and mounted them the same way with the names of their current favorites. From a newspaper clipping, we found the names of the favorite books of such nationally prominent people as Eisenhower, Einstein, J. Edgar Hoover, etc. and mounted these with pictures cut from magazines. Students and national figures went into the other half of the window under the heading, WE LIKE THESE BOOKS BEST. The Book Week theme, READING IS FUN, fitted onto the glass between the two sides.

We used no names with the pictures, making the students identify each individual from his photograph. The challenge was immensely enjoyed by the students who, once they got over the shock of seeing that the faculty really were young once, entered into the game with their usual vigor. A card in the window invited anyone in doubt about "who was who" to ask a library assistant.

On the first day of Book Week, the superintendent of schools held an informal book talk with two seniors which was broadcast to the whole school via the public address system. They tried to point out just why they liked certain books.

The delighted squeals that our windows provoked came, no doubt, from the pictures of the funny faculty and their old-fashioned clothes, but the whole project made for good feeling between the faculty, the students, and the townspeople. The whole school was painlessly exposed to the idea that people *do* have favorite books, that they *do* enjoy reading them, and that reading is fun!

The testimony of all these people that the books they chose were "most enjoyable" no doubt caused many students to re-evaluate certain books if they held the person who chose them in high regard. It put student choices on a par with prominent townspeople, national figures, and teachers, and, best of all, it increased everyone's interest in the school library.

VIRGINIA TOZIER, *Librarian*
Weston, Massachusetts, High School

WILSON LIBRARY BULLETIN

Hotel Guest Library Card

UKIAH, CALIFORNIA (population 6,120), offers what is believed to be a unique library service through one of its local hotels. The request for the service came from the hotel manager who wanted to offer his guests something different, a kind of super-service.

The hotel assumes the responsibility for the return of all books borrowed by the guests. To protect the hotel as far as possible a "due-returned" type of card is used. All cards are issued in the name of the hotel, each with its own registration number. Hotel guests desiring library service are issued one of the hotel library cards. The clerk records the number of the card on the guest's registration slip. This card is retained by the patron for the duration of his stay at the hotel, and entitles him to the same library privileges as a resident taxpayer.

On checking out of the hotel, he turns in either the cleared card, or the card plus the indicated number of books borrowed from the library. These are later returned to the library by the hotel.

So far, the hotel has been out very little financially, and that before the "due-returned" type of card was adopted. Between one and two hundred volumes have been loaned to hotel guests during the two years the plan has been in operation. Guests are very appreciative of this extra service and regular visitors to this area are making it a point to stay at "the hotel with the free library cards."

We'll Bet You Didn't Know!

That **TYPEWRITERS** are available for your use.

We have **CARDS, TABLES**, and extra chairs for the game you plan.

TRAVEL RESERVATIONS (hotel, train, plane or bus) can be obtained for you by this hotel.

TRAVEL INFORMATION, too.

You can depend upon our adult competent **BABY SITTERS**. Mother and Dad can have a relaxed evening.

Your young one will rest well on our sanitized full size **BABY CRIB**. And if the toys were left at home, ask for our **TODDLER'S TOY TRUNK**.

Qualified **PHYSICIANS** are "on call" in case of emergency.

ROOM SERVICE (7 a.m. - 9 p.m.) from the Coffee Shop (10 a.m. - 9 p.m.) from the Black Bart Room.

CLEANING, PRESSING, LAUNDRY. We can provide 24 hour service. (2 hour service for pressing).

You are welcome to use our **GUEST COURTESY CARD** at the **UKIAH PUBLIC LIBRARY**. All services of the library are yours. Open 11 a.m. - 5:30 p.m., 7 p.m. - 9 p.m. except Sunday.

Safe **STORAGE** for your excess baggage and for your valuables is provided for you by the hotel.

TELEGRAMS may be sent directly from the desk and charged to your room.

We encourage you to make your requests known. We gladly make every effort to be of service.

Cordially,

Palace Hotel. Ukiah, Calif.

And what does the library get out of it? Aside from the increased circulation, it establishes good public relations, makes many new friends for the library, and furnishes interesting contacts for the staff.

MARIAN R. MARVIN, *Librarian*
Ukiah, California, Public Library



Retrospect of Tyranny

RETROSPECT OF TYRANNY—GERMANY 1933-1945 was planned to illustrate the depth and variety of resources of the History Division of Cleveland Public Library in one phase of modern history. Each unit of the five-window display featured a different type of material highlighted by a few well-chosen war souvenirs, picture books, and plain but effective red and black backgrounds.

The largest cases were labelled **THE MEN, THE RECORD, THE EVENTS**. The first featured new biographies, memoirs and diaries of German political and military figures displayed against a large swastika backdrop. **THE RECORD** showed examples of the wealth of source materials available for intensive research: German foreign office dispatches, Nuremberg trial proceedings, the extensive British and American official Army and Navy histories, maps, propaganda techniques, and logistical records. **THE EVENTS** showcase had its glass window painted to simulate barbed wire and displayed personal adventure books, escape, and war stories grouped around a German Luger pistol and an Iron Cross. A long flat wall case exhibited types of newspaper sources: *Stars and Stripes* and the *New York Times* coverage.

The results of the display were highly gratifying. Students have been using the source materials for themes and essays, veterans of both wars have been tracking down their old units, and the general reader has been discovering new fields for browsing. This advertising of reference materials on a specific subject paid off in increased use and reader interest in this and related fields.

HENRY C. KOCH, *Assistant*
History Division
Cleveland, Ohio, Public Library



Wish We Were There

SINCE READER PARTICIPATION in library exhibits is one form of good public relations, a display was recently arranged in the Travel Information Bureau of the Cleveland Public Library featuring post cards sent to the Bureau by travelers who had used its facilities in planning their trips. The post cards were unsolicited, and were merely friendly greetings sent by happy vacationists, some of whom were not even known to the staff of the Bureau.

Forty-seven post cards of various sizes were used, although many more had been received. These were mounted on a display board measuring 81" x 34". They came from such places as Bermuda, the Philippines, Mexico, Canada, Jamaica, Hawaii, the Virgin Islands, Alaska, Europe, and every corner of the United States. The inevitable but highly appropriate caption "Having a Wonderful Time" was lettered on a poster simulating a large post card. Travel book jackets were included, as well as a number of foreign luggage labels for the sake of variety and a little realism.

Judged by all standards, this was one of the most popular and stimulating exhibits ever planned by the Travel Bureau.

ELIZABETH R. ORD, *Travel Counselor
in charge of Travel Bureau
Cleveland, Ohio, Public Library*

Foreign Roots

UNUSUAL NEWSPAPER COVERAGE resulted from a combination of fact and fancy when Alta Branch Library of the Cleveland Public Library system celebrated its golden anniversary in October 1953.

The usual facts of time, place, personalities, and statistics were supplied to the city editors of three

larger dailies for the usual ten days to two weeks in advance of a special anniversary program. While special attention was not sought, each editor was told that further aid in leads, information, and pictures would be available to reporters assigned to the story.

What caught the fancy of the newswriters was the location, history, activities, and role of this branch library in a community largely Italian in origin. The human interest lay in numerous residents who first became acquainted with the library when taken there by fathers, mothers, or older brothers and sisters. Some of these are now prominent citizens. Librarians and patrons had faced common problems together and even overcome language difficulties by mutual assistance.

What might have been only prosaic mention of one library's birthday resulted in a total of 105 column inches of newspaper space, including 44½ inches of "art," most of it obtained directly by the papers on tips from the library. The editorial comment was unsolicited and came as a complete surprise.

ALTA BRANCH LIBRARY
Cleveland, Ohio, Public Library

The Newest Democracy

ONE OF THE MOST SATISFYING ASPECTS of being a librarian is that "all is grist for the mill."

In the summer of 1952, I visited Israel. In the course of my stay, I exposed hundreds of feet of colored movie film, took copious notes, bought Israeli arts and crafts, and mounted a disdainful camel! I determined, when I got home, that others too should see what Israel had to offer the tourist.

The result was a program which not only brought Israel close to the college community—students, faculty, and friends—but, as a most welcome by-product, brought many new faces to the Library.

An exhibit called, "This is Israel," was on display for two weeks in the library entrance hall. The materials were arranged under the following headings: Creation of the State, Ingathering of the Exiles, the Negev, Tourism, Arts and Crafts, Archaeology, El Al, Coins and Stamps, the Press, Music, Theater, Education (including the Hebrew University and the Haifa Technion), and The American Scene.

Colorful posters served as background for most of the cases and many contained—in addition to books and pamphlets—maps, pictures, facsimile reproductions of famous historical papers, and real objects. The library received unstinting cooperation from the Zionist Organization of America Book and Gift Shop, El Al (the Israeli Air Line), and the American Fund for Israel Institutions.

The day after the exhibit was set up, the entire faculty, together with representative student leaders, were invited to a special tea, in the course of which my film on Israel was shown. The presentation was enthusiastically received and given a gratifying amount of space in the campus papers.

A very pleasant sequel to the film-exhibit program was the tangible evidence of interest shown by both students and faculty. Many of the latter brought in fascinating items for inclusion in the cases. Among these were beautiful examples of Yemenite silvercraft, rare copies of books which helped shape the state or were printed in Israel, photographs taken in the ma'abarot (transit work camps), and homemade Haggadot (Chronicle of the Passover service) made in the kibbutzim (collective farms). Letters came from several Zionist organizations, of which our students are members, applauding the exhibit and offering to help publicize it.

As for the film, the end is not yet! It has already been shown 30 times, most of the time to groups on the campus or connected with it through staff or student members. I have made the disconcerting discovery that I am now regarded as an expert on everything Israeli however esoteric, from the origin of the Druse, to cooking and family budgets. Every new request for a showing finds me fleeing to the catalog for material on the speciality of the inviting group! Public relations can be fun.

ROSE Z. SELLERS
Chief Special Services Librarian
Brooklyn, New York, College Library



MARCH 1954



One Exhibit Leads to Another

IN MARCH 1952, AN IRISH EXHIBIT was arranged using articles, linens, pictures, and souvenirs, brought from Ireland by a staff member. The material was set up in a show case in the library foyer and a more or less routine publicity release was sent to the local newspaper.

Only a few days after the release appeared in the paper, a man and wife came in to express their appreciation. The young woman confided that she was born in Ireland and had been here only a little over a year. We invited her to exhibit some of her Irish possessions the next year during March.

The newspaper used a picture of the young woman at the library with a brief item, "Memories of Ireland."

Within a very few days after this exhibit was set up, another woman came in with an offer of articles for next year's exhibit.

And what is the point of all this? It seems to me there are certain fundamentals of appeal that helped to develop this into the relay race it bids fair to become.

First, an appealing subject: Ireland, which spells romance to many people. Then, a connection between the subject and local interest. These exhibitors are local people—our neighbors—so aside from the intrinsic educational value such an exhibit holds, there is an appeal also to local pride and emulation. Timeliness, too, for one doesn't even have to mention St. Patrick to use an Irish exhibit in March.

This may be a combination not often possible to achieve. And maybe another element that shouldn't be overlooked is that proverbial "luck of the Irish."

ALICE H. GIAVELLI, formerly Senior Reference Librarian
Mount Vernon, New York, Public Library

Parents' Back-to-School

MAY I TELL YOU of the most successful publicity our library has received this year?

Last fall the Parent-Teachers Association planned with Great Bend's Senior High School administrators for a back-to-school night when parents would follow their children's daily schedule of classes. Of course, class periods would be shortened.

This seemed to be a chance to tell parents how we taught use of the library as well as to display

some of our new books. Usually we put out for circulation as many new titles as possible during Book Week, but we decided to have them ready earlier this year.

Several hundred books, left in their gay jackets, were arranged along the wide window ledges the full length (90') of the library. Others were displayed on tables and the circulation desk. An attractive bulletin board had jackets from some new reference volumes.

Never before had we offered so many new books on a single day, so we felt certain the students would be happy with them. But what about the parents? Would they merely glance around the library and visit with each other until the bell rang for classes to change again? Maybe this would be just another P.T.A. when teachers outnumbered the parents!

A general assembly was held at the beginning of the evening schedule. When I returned to school, I reported to the auditorium. Gracious! I wondered if this were the right meeting. Hundreds were there. No such group had been to a high school P.T.A. meeting before.

All evening as periods changed, large groups of fifty to seventy parents visited the library. They were seated while our magazines and references were discussed and told how students are taught to use our library facilities. Patrons were eager to examine the new books, and many copied titles they wished to purchase. Dictionaries were critically scrutinized to find which ones would be helpful for the students' homework. At least half a dozen adults wanted to check out stories for their own reading. Long after the dismissal bell rang, the library was crowded with visitors.

Back-to-school night had far exceeded anything for which we had dared to hope, but the real thrill came the following morning when students found the new books ready for them. Two of us worked at the desk to check books as fast as we could in the half hour before classes began. One instructor came to get a book, but left unassisted, he said, because "the library resembled a woman's bargain counter." At last we had many interesting titles which our young people were quick to appreciate. Many books have been so popular that they have never been shelved.

LUCIA COUCH, *Librarian*
Senior High School
Great Bend, Kansas

Bigger and Better

ON SATURDAY, OCTOBER 3, 1953, the Massachusetts Division of Library Extension opened new quarters to provide for expanded services at its State Regional Library Center, operating out of Greenfield to 37 towns in Franklin and Hampshire counties.

The dedication and open house ceremony marked the culmination of the efforts of some 250 librarians, trustees, and citizens in the area who banded together in an organization known as the Franklin-Hampshire Rural Libraries Association.

It was largely through the efforts of this citizens' group that the 1953 session of the Massachusetts General Court voted funds to double personnel and budget, thereby making available from the Regional Library Center those services which had been offered to 12 of the 37 towns from October 1950 through September 1952, under a two-year cooperative library experiment. This project, known

as the Western Massachusetts Library Federation, was financed by a \$36,500 grant from Marshall Field.

The additional services of the Regional Library Center at Greenfield mark the first expansion of regional library operations since the three centers administered by the Massachusetts Division of Library Extension (at Fall River, Greenfield, and Pittsfield) were started.

Of greater significance is the fact that this is the first state regional library center in New England to provide—in addition to a bookmobile librarian—a specialist in work with adults, a specialist in work with children, as well as the free loan of 16mm sound films to any organized group in the area.

ALICE M. CAHILL
Supervisor of Field Services
Division of Library Extension
Massachusetts Department of Education
Boston

Doughnut Holes and Coffee

FORT COLLINS, COLORADO, has a Friends of the Library Club which, until Mrs. V. O. Coffin became president, depended on contributions from various clubs and interested persons to help finance its projects.

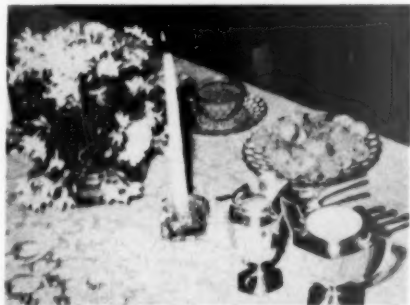
When Mrs. Coffin took over she began giving morning coffees once a month in the library auditorium, providing fried doughnut holes and coffee and an interesting program. She received the wholehearted assistance of the other officers and the entire library staff. The public was invited. A silver offering was taken each time and the treasurer was always on hand to accept the dollar of anyone who wished to join.

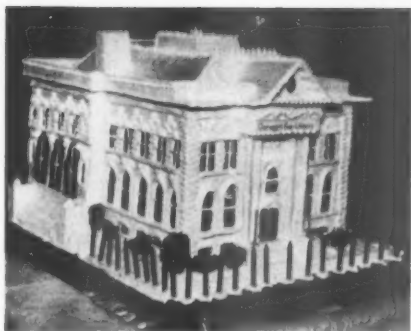
The coffees have become very popular. On the main floor of the library is a long, double shelf holding all the religious books of the library which include literature of ever denomination and cult. This shelf was purchased from the proceeds of the morning coffees and membership fees.

At the last business meeting and election of officers, Mrs. Coffin was unanimously and enthusiastically re-elected and the treasurer reported a surplus of over \$150.

Does your library need assistance? Why not organize a Friends of the Library Club and try doughnut holes and coffee?

DEE VEASEY OSBORN, *Member*
Friends of the Library
Fort Collins, Colorado, Public Library





Happy Birthday to Us

THE BEAVER FALLS CARNEGIE LIBRARY during Book Week, last November, celebrated the Fiftieth Anniversary of its opening. One of our local bakeries presented us with a birthday cake which is an exact replica of the library. There was much excitement over the cake and it was much enjoyed.

A book fair, a children's play put on by the elementary department of our local school, together with open house, were among the other activities.

FERN MEDLEY, *Assistant Librarian*
Carnegie Free Library
Beaver Falls, Pennsylvania

Kaffeeklatsch

THIS IS THE STORY of how a cup of coffee and a piece of cake offered the world of books to military and civilian personnel and their families at the Post Library, Fort Lesley J. McNair, Washington, D.C. It is the story of the library's most successful publicity in 1953.

The recipe: To a cup of hot coffee and a piece of cake add a friendly smile. Serve to a soldier surrounded by books and exhibits on his own hobbies in a comfortable, colorful library. Toss in a dash of background music.

Free monthly Coffee Hours brought 1,561 persons to our library and were instrumental in making our circulation soar to 17,937 and the attendance to 16,715 for the year. The monthly coffee hour was a means of leading newcomers to our doors. It was a method of showing our post personnel that the library is a spot for relaxation as well as for education and information. It was a way to display our wares—4,510 books, a listening library (with record player and TV), a magazine nook, and a children's corner.

The coffee hours were held during the latter part of the month when servicemen's funds were low and morale needed a boost. Top-notch cooperation was given by mess hall staffs, who provided coffee, cookies, and decorated cakes. The library committee, consisting of wives and daughters of enlisted men and officers, assisted in arrangements.

To publicize our publicity stunt we invited post personnel via posters, announcements in the daily bulletin, stories in the post newspaper, small signs on mess hall tables. A few days preceding the coffee hour, we posted placards at the library's entrances announcing the date for "Free Coffee and

Cake." When the day and hour arrived, we exchanged these for "Free Coffee and Cake Now Being Served."

This is the end of the story of a cup of coffee and a piece of cake. But for many persons it was the beginning of new interests and awareness of the opportunities offered by our Post Library.

MARTHA DELLINGER, *Post Librarian*
Fort Lesley J. McNair Post Library
Washington, D.C.

Carlsbad Hospitality

THE CARLSBAD HIGH SCHOOL LIBRARY CLUB celebrated Book Week two ways this year: a coffee for the faculty and a radio program later in the week. The coffee for the faculty seemed to be "the publicity that worked."

The girls planned the affair in one of their regular noon library club meetings, and taxed themselves fifty cents each to defray the cost. They divided the responsibility for bringing the food—coffee, doughnuts, and orange juice for those who did not care for coffee—and the president assigned jobs to be done at the coffee itself—receiving at the door, pouring coffee, serving juice, etc.

Each teacher was given a bookmark of white ribbon that bore the invitation, "Visit Carlsbad High School Library" and a simple design in blue ink. The bookmark proved so popular that the superintendent, who was a special guest, asked for twenty-five to give to the administrative staff; and the president of the class room teachers association, who is planning a folder of representative material from the city to give each visitor at a Southwest regional meeting here in March, asked for five hundred to distribute in the folders.

The president of the club gave a brief talk to the teachers, telling them what the library can do for them and what they do for the library in increasing circulation, and introduced the secretary, a senior girl who reviewed Highet's *People, Places, and Books* unusually well.

The coffee created a great amount of good will among the teachers, who really are our best library-use promoters, and we have noticed an increase in assignments to be done with library tools.

MILDRED C. NEAL, *Librarian*
Carlsbad, New Mexico, High School

All-Out Open House

THE MONTH OF DECEMBER marked the second annual successful celebration of open house at the Gainsboro Branch of the Roanoke, Virginia, Public Library.

The project was initiated last year as an experiment in human relations, to sound out its merits. Response was most gratifying. Many in attendance expressed a desire to have the celebration continued as a regular project and assured us they would look forward to another similar occasion with delight. This public enthusiasm for the open house made us realize that a carefully planned program would be required as a primary factor in assuring the interest and effectiveness of the program in the future.

The purpose of the activity was to show that persons from every walk of life, regardless of their background or former training, can profit from the resources available at the library. The theme for this year's celebration was the **READING IS FUN** theme used for Book Week.

Early in the month, attention was given to the preparation of colorful decorations in harmony with the theme, and in keeping with the yuletide season. Books suitable for Christmas gifts and year-round reading were selected to be featured along with the special exhibits. Publicity was arranged through the local papers, club organizations, and by public and written announcements.

The cooperation and support of the members of the Gainsboro Branch Library Reading Club proved invaluable. Yet there was a job left for the librarians—personal contacts, invitations, publicity, solicitation of volunteer help, program planning, poster making, arrangement of decorations and displays, other chores too numerous to mention.

As a part of our open house celebration, invitations were sent all library board members and the director of the library to be present as guests of honor. The city manager was asked officially to open the doors of our branch.

Previous preparation for the observance included the arrangement of posters, and the selection of new books for exhibit and display. Medium-sized cardboard Santa Claus posters were used on the tables. Each Santa held a book in his hands with the title on its cover page, "Reading Is Fun." On the white fur of each Santa's coat was printed the name of the subject or activity his display represented. The displays, with actual demonstrations by two or more hostesses at each table had as their subjects gift wrapping, Christmas flower arrangements, first aid (with architect's plan for a local hospital), pointers for parents, arts, Christmas table setting, education, hobbies (display of ceramics included), Negro history, religion, and stories to tell children.

In the ceremony marking the official opening, across the front doors the librarians placed a huge lock made of red cardboard. This was held in place by red oilcloth ribbons tacked on opposite ends of the door. A huge key was then passed by the librarian to a board member, from the board member to the director of library, then to the president of the board, and finally to the city manager. Brief appropriate remarks were made by each. The city manager concluded his remarks by unlocking the door of the library, which was then opened to the public. Time was allotted to see the special displays and demonstrations in progress.

Hostesses from the junior high school placed name badges on each board member, the city manager, library director, and other invited guests. A folder with a Yuletide message was presented to each person present. Storybook characters in costume, such as Red Riding Hood, Pinocchio, Rebecca of Sunnybrook Farm, the Three Bears, the Indian Twins, and others served as junior hostesses. A Christmas play entitled "Mimi Lights The Candle" was presented by the High School Dramatic Club.

Other decorations included a Christmas train made of construction paper and placed in the juvenile section of the main reading room. Each car contained a small Santa holding new book covers. At the end of the train sat a small boy, anxiously hoping he would receive books for Christmas. The circulation desk was made to resemble a book house. The front eave and each side were covered with new book jackets and red and green crepe paper. Humorous wooden nursery rhyme figures, such as Jack and Jill, The Cat and the Fiddle, and Mary Had a Little Lamb, formed a display on the cork bulletin board in the juvenile section.

The consensus of library patrons and friends was that this worth-while project should be continued and that it was an excellent public relations activity that had served to make the community more library conscious.

VIRGINIA Y. LEE, *Librarian*
Gainsboro Branch
Roanoke, Virginia, Public Library



College Night

COLLEGE NIGHT at Bulkeley High School in Hartford, Connecticut, was such a success! Seventy-six colleges, universities, nurse training schools, private schools sent representatives to distribute literature and explain to parents the organization, library facilities, requirements, etc. of their various schools. The library displayed six of the exhibits and the gym and corridors took the rest. The nurses' training schools sent nurses in uniform to attract patrons.

It was an outstanding evening of the school year. Mobs of people attended. The college colors, pennants, and posters made by the art department gave the affair the festive spirit of a college fair. It certainly put the school library on the map.

MARGARET M. SHULZE, *Librarian*
Bulkeley High School
Hartford, Connecticut

TV Tie-Up

THIS YEAR FROM NOVEMBER 16 TO 21, the Carnegie Public Library in Conneaut, Ohio, held its annual Book Week and Art Exhibit of paintings by community artists.

Pictures were placed in nine store windows, with signs to announce the art exhibit. But the big pay off publicity came when the Conneaut *News-Herald* sent its society editor and a photographer over to cover the event. The pictures and the story were sent to the local WICA's new TV station, and viewers saw and heard about the library's exhibit over their television sets.

This art exhibit has turned out to be the best ever held in the library. People who have never visited the library came, and it was wonderful to hear the ah's and the oh's of those who were not only appreciating the art work, but our lovely modernized library as well.

ESTHER M. ALLEN, *Librarian*
Carnegie Public Library
Conneaut, Ohio

Using an Established TV Program

THAT BOOKS ARE JUST AS IMPORTANT in the life of the nonreader as the reader is the constant refrain of the Minneapolis Public Library.

In the winter of 1952-1953 a series over station KSTP-TV was employed to illustrate that claim through television. Using an already established and popular program—the Bee Baxter Show—the library presented interesting personalities who had used books for practical purposes.

There was the man who makes fine violins and brought not only his tools but also instruments in various stages of completion, along with the library books he recommended as invaluable for those who wished to follow the same hobby.

There was the woman who makes ceramic jewelry, felt and sequin skirts, lovely textile paintings and designs and who spoke feelingly of the library's helps with designs and techniques. Sure proof of how well her talents combined with the library's resources came in a telephone call before she left the station from a woman who wanted to buy one of the sequined skirts.

An artist who designs feed bags for a national concern brought some of the bags, the original drawings, and the pictures from the art department's collection which had aided him, along with blocks and tools used in the reproduction of the designs.

A young woman who creates stationery motifs for big companies and hooked rugs for pleasure brought examples of her work, along with testimonials of the value of the library's help.

Each person who appeared presented such a spontaneous and heartfelt tribute to the library and its value to them in their work that the series more than paid off for the time and effort spent in planning it. The station felt that all the programs presented what they wanted in terms of human interest and visual appeal and have described the series to other libraries seeking examples of what makes good TV material.

SARAH L. WALLACE, *Publicity Office*
Minneapolis, Minnesota, *Public Library*

Library TV Program

AS THE CLEVELAND PUBLIC LIBRARY embarked on its second season in television, it reached out for a wider audience. The thirty-minute show, "Views and Reviews," seen each Saturday at 1:30 P.M. is planned to appeal to many types of people. The show is written and produced by Naomi Bender Sinks, a part-time library staff member who plans, coordinates, and produces the programs.

Several members of the library staff alternate as librarians for the day or act as moderators, while others have appeared as specialists in particular fields. Members of the board of library trustees have also participated. Programs have been presented on the following subjects: science and science fiction, Ben Jonson's *Volpone*, guns and books, Christmas workshop, Kitty Hawk anniversary, Ohio folklore and song, Christmas carols, human relations, handicrafts, and great books.

So that other libraries in northern Ohio within the range of Station WEWS might benefit by the program—as well as help to advertise it—each was asked by the director of the Cleveland Public Li-

brary whether they would like to display books and information about the program each week.

The display piece pictured was designed for this purpose by the Cleveland Public Library. Stencils were made and printing done through the silk screen process. To keep the display up to date, an insert announcing each program is printed by the library and supplied every week to all libraries in the county using the display.

ALBERT CARL YOUNG
Supervisor of Public Relations
Cleveland, Ohio, *Public Library*



Good Books

DON'T OVERLOOK THE GOOD BOOKS WHILE YOU REACH DOWN FOR THE POOR was the title of a poster which the Harley School in Rochester, New York, found an attractive and breezy way to catch the modern student's eye.

The colorful display, using construction paper and colored pencils, was the work of the chairman of the school's library committee. Beneath the poster were arranged many of the classics, i.e., Bronte, Blackmore, Wharton, Dickens, Hardy.

Simultaneously, we mailed home, in our parent bulletin, booklists including these books. And English teachers stressed them in their classes.

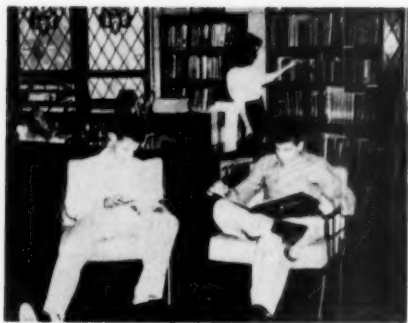
As a result, our library now finds itself having to buy more copies of these great books in order to meet the demand.

ADA PETTINGILL KANE
The Harley School
Rochester, New York

Don't overlook the good books while you reach



for the poor



Pull Up a Chair

HERE IS SOME "Publicity that worked." We bought two easy chairs and hope eventually to have two more. Word has gone around the school like wildfire. The chairs are occupied always.

They are black iron with mint green air foam cushions with zipper fastenings. They are most invitingly comfortable and yet, with continuous use, I think they will stand up better than a chair with springs.

It is just part of our scheme to make the library inviting and serene—a spot for uplift of spirit and body. It is the best purchase, other than our book collection, that we've ever made.

MARGARET M. SHULZE, *Librarian*
Bulkeley High School Library
Hartford, Connecticut

"Books Are Fun" Quiz

ON FEBRUARY 1ST, 1953 *the new quiz program*, BOOKS ARE FUN had its initial broadcast over local radio station WCNX with eight boys and girls from the sixth grade of various Middletown, Connecticut, schools as the first contestants. This half-hour program was presented by the children's department of Middletown's Russell Library in cooperation with the Middletown Branch of the American Association of University Women, and was sponsored by the Middletown Savings Bank.

The program continued for seven weeks, with children of different grades participating every afternoon from 2 to 2:30 P.M. The series concluded on March 15, when eight kindergarten children appeared on the program.

The plan was inaugurated the previous fall, when mimeographed lists of books were sent to all the schools. School visits by the children's librarians followed to explain the new project and to urge the children to read the books and enter the contest. From the first, the children showed great enthusiasm for the book quiz, and circulation figures showed a steady increase.

After Christmas, another letter was sent to the schools, giving them the broadcast dates and the dates on which book reports were due. A committee from the A.A.U.W. was chosen to read the reports and select the eight contestants for each program. Boys and girls from grades three through six were required to read at least ten books on the list and to write a brief book report on the sub-

ject, "My Favorite Book." Children in kindergarten and grades one and two were interviewed by a group of judges, and contestants were chosen for their alertness and poise, and their ability to answer simple questions about the books which had been prepared by the library staff. The teachers were very helpful in suggesting children who might be good "radio material."

The library was very fortunate in its choice of quizmaster. He was Robert McCarter, the bank's public relations director, and in charge of the school savings department. Mr. McCarter is young, alert, and likeable, and was able to give the children confidence in speaking before a microphone. The bank staff and the staff at the radio station were also helpful in all phases of this endeavor. A photographer was on hand every Sunday afternoon to take pictures of the broadcast group.

Questions for the program were prepared by members of the A.A.U.W. and the library staff, ten questions (with answers) being submitted for each book. The week before the broadcast the questions were given to the quizmaster to give him a chance to acquaint himself with the books. We was also given a briefing by one of the librarians so that he was familiar with the main facts. The books in the younger age groups he read to his own children, thus making him more sure of the contents of the stories. Usually four or five questions on each book were used, depending upon the type of book and the eagerness of the children to answer. They were sometimes disappointed that a certain book had to be left out because of time limitations.

We had two window displays, one in the bank window (our sponsors) and another in Middletown's bookstore on Main Street. Book jackets and dolls depicting book characters were featured. The names of the children who would appear on each broadcast and photographs taken at the studio were also posted. Each child who participated in the program received a book to keep—a gift from the library and the A.A.U.W.—as well as a toy bank from the Middletown Saving Bank.

Russell Library and all its branches participated in this city-wide program which we feel was well worth while. It created considerable interest in the library and helped to establish the love of good books in the boys and girls of Middletown who are learning that "Books are Fun."

VIRGINIA HATCH, *Children's Librarian*
Russell Library
Middletown, Connecticut

Picture Sale

DURING OCTOBER, the Dearborn Public Library centered its displays and publicity around the visual arts, as an outgrowth of the *Public Relations Planner* topic that month. News stories and radio spot announcements notified local residents of the library's activities in that subject area. The biggest event of the month was cooperation with the Dearborn Art Institute, a local amateur painter's group, at an all-day outdoor picture sale on the main library's front yard.

At the club's September meeting, plans were made for exhibit hours, details of publicity, and distributing tie-up posters. Since the library news releases are relayed to the weekly local papers through a city department of research and information, there was no difficulty in placing a news arti-



cle. The local radio station gave time for spot announcements. Through the Detroit Public Library's department of general information, notice of the art sale and exhibition appeared in the Detroit papers' weekly calendar of adult education activities.

In the meanwhile, a Dearborn Library staff member coordinated displays in the main library's show cases and on bulletin boards. She also suggested that since there was plenty of room on the library's front yard, a huge bulletin board with book jackets could be placed in the middle of the front walk, with a book truck and a small table nearby. These were to be filled with how-to-do-it painting books, books of art history, reproductions, and biographies.

A staff member was on duty all day so that any person walking down Michigan Avenue that Saturday could stop, look at the pictures for sale, and browse among the books. A supply of date-due and borrower registration cards were out there too so that anyone wishing to withdraw books for four weeks' home use could do so. Several people registered for and received library cards. At mid-morning the city photographer took pictures of the artists and their offerings. These appeared in the local papers the following week.

By sunset, the end of the sale, eighteen books had been taken home and several pictures had been sold.

KATHARINE HANNAH WOHL
Dearborn, Michigan, Public Library

Flower Show Exhibit

WHEN PREPARATIONS WERE BEING MADE FOR Nutley's third annual flower show, the committee invited the Nutley Free Public Library to participate by providing a display of appropriate books and supplying lists for distribution. We agreed with pleasure and, over a period of weeks, ninety books on all phases of gardening were collected and kept in readiness for the exhibition. A mimeographed booklet—A SELECTION OF GARDEN BOOKS FOR YOU—was compiled. Authors and titles were given under suitable captions, such as Annuals and Perennials, Disease and Pest Control, Flower Arrangement, Garden Design, Grafting and Pruning, Soilless Culture, Trees and Shrubs, Vegetables, etc.

The flower show was held on Saturday, September 19th, from 2 to 9 P.M., on the main floor of the museum building. On the morning of the show, the ninety books were transported in cartons, and set up in place. The library had been assigned a good location near the door, with a 9' table and

several wall shelves. On the latter, books were displayed with a prominent sign. On the table were the rest of the books, most of them in their attractive Plasti-keer jacketed covers, arranged on racks or between bookends. In addition, a small peg board display rack held two more books and a caption, THE LIBRARY CAN HELP YOU GARDEN. A thoughtful Garden Club member provided two cornucopias of flowers.

Members of the library's adult department staff were scheduled to be in attendance during the seven hours of the show, to distribute booklists and to answer questions. No books were circulated during the day, but people were welcome to reserve any of the books they wished, for use after the show.

The library was given a Special Prize ribbon, and warm words of appreciation for its part in the festivities. A number of out-of-towners asked especially for booklists, and all were distributed.

We felt that all the effort of preparation and attendance was amply repaid by the good will and interest of the show's visitors. Another year we will welcome the opportunity to participate again.

HELEN TERRY, Librarian
*Free Public Library
Nutley, New Jersey*



What Price Junk? or, It Happens Every Tuesday

IF PUBLICITY is what you are seeking, the Pilesgrove Library Association of Woodstown, New Jersey (population 2,500), has the answer: build a new library!

Solicited funds to build upon a desirable gift lot opposite the school fell short of our needs. During 1953, several organizations volunteered to help. The Presbyterian Church and Friends Meeting each made about \$500 by giving delicious dinners. The Woman's Club had its third annual food sale for our benefit, also netting about \$500. The women of the Catholic Church arranged a successful card party. The Curtain Call Club gave a play. The High School Alumni Association had a drive for contributions among its members and put on a dance. In the spring, the school children "bought" bricks at five cents apiece and, as a result, became much more library conscious.

Our circulation went to an all-time high. The library staff conducted a book fair in November, thereby not only making money for library equipment, but solving the Christmas gift problem for many people. The editor of the weekly paper has

backed our campaign wholeheartedly and given us excellent publicity for all our projects.

But we hit the jackpot when we started selling junk at Cowtown, at the invitation of Stony Harris, the owner, who offered us two free booths. Cowtown has to be seen to be believed. Huge crowds come every Tuesday, to buy almost anything, animal, vegetable, or mineral. We sell home-baked food and soft drinks in Grandma's Kitchen and white elephants in Grandma's Attic. Whether it be a cup and saucer, a stationary tub, a book, or an old coat, it is worth money to somebody. We have netted over \$3,000 since last February.

Of course these things do not sell themselves. A special committee is responsible for the over-all management. The generous owner of a pick-up truck gathers up the loot at certain scheduled stations. Committees from all the churches in town and the Woman's Club take their turns on succeeding Tuesdays from 11 A.M. to 10 P.M. The chairman of Grandma's Kitchen is proud to report that the food inspector returned recently from an official tour to eat at our booth!

A local contractor is building the new library under the supervision of a library trustee who is a graduate engineer. As much as possible of the needed material has been purchased locally, and

some of it has been donated. Several amateur craftsmen in town are making new furniture. A home extension class of women is refinishing old tables for our use. The manual training class in school is making revolving stands for our oversize reference books. One man spent his vacation laying the cement floor, with the help of a few volunteers. Neighbors on the street put in the curbstone. Services of a well known landscape architect have been donated by interested citizens, and we are hoping that others will give money to buy the trees.

Our library is run on a strictly volunteer basis, under the direction of a library service committee. Two retired men chemists have assisted in the accessioning, cataloging, and marking of books. Several women take turns at the desk. I am responsible for buying and classifying the books and for general supervision. We have had advice and aid from the state library, and from the high school librarian.

We have had many volunteers for the actual moving, the date of which is not far away. As it approaches, we feel that no community in the country can more truly say, "This is our library."

EDNA F. DARLING, *Trustee and Chairman of Library Service*
Pilesgrove Library Association
Woodstown, New Jersey



Baltimore's Enoch Pratt Free Library leans rather heavily on local handicraft and hobby collections for pointing up related books. This display features miniature furniture, plates, trays, old flatirons, and other articles donated by Everett A. Tolley, a Baltimore accountant who frequently uses Pratt books and color plates for design ideas and authenticity of detail.

THE CROW'S NEST

Mildred Bruder Buchanan, Editor



AT LEAST ONCE A YEAR we ought to redefine the term "public relations." It is a term that is often used without real understanding or meaning both by people in the library profession and in other professions and businesses, as well. Too often it is applied to flash-in-the-pan promotion or thought of as a wonder-working short cut that will save time and effort. It is none of these things. Public relations is a day-to-day, long-term function that does the following things:

Evaluates public attitudes and public needs.

Forms policies and procedures identified with these attitudes and needs.

Explains policies and problems to its public.

Develops programs and services that will earn public understanding and support.

Public relations is often spoken of as a "management" function but this is misleading. Management or, in the case of a library, the board of trustees and the librarian, may formulate policies and procedures but without the help of every single member of the staff no policy or program of public relations can succeed. Good public relations begins at both the front and back doors; it begins when the receiver of the library telephone is lifted from the hook. It begins at the circulation and reference desks or at any and every other point where the staff comes in contact with the public. Without proper indoctrination, information, and understanding on the part of every member of the staff there can be no successful execution of a public relations program. One uninformed, discourteous, or disinterested staff member may scuttle the most carefully conceived program of public relations.

Once the fundamentals of public relations are clearly understood the mechanics of carrying out such a program is not too difficult. Too many people jump to conclusions and become frightened by the mechanics. They often confuse "publicity" with "public relations" and when approached about such a program respond with, "Oh, we don't have time for public relations—no one on our staff has time to write articles for the newspapers" or "we really don't need a public relations program, the newspapers here are very friendly to the library." After all, publicity is just one of the tools used in public relations but in no sense of the word should it be considered as anything else. It is a tool that can be made use of by following a few elementary rules. Once the rules are learned it need be neither arduous nor time-consuming, but it must be kept in mind that there can be no need for publicity until their is a basic foundation of public relations.

Evaluating public attitudes and public needs and meeting them is the library's first responsibility. What do the people in your community need to

Librarians are invited to send articles, copies of publicity material, descriptions and photographs of exhibits, booklists, annual reports, and other printed material to the editor of "The Crow's Nest," Mildred Bruder Buchanan, 8125 Kenwood Avenue, Chicago 19, Illinois.

help them lead fuller lives, to help them meet the everyday problems in the home, the school, and at work? Base your conclusions and your decisions on what they need and want rather than on what you think they should have. Develop your program and services to meet these needs and in turn you will earn public understanding and support.

First and foremost, people want to feel secure. They want to know how to raise their children, how to acquire and keep a home, how to better themselves financially, and how to understand and get along with other people. Secondly, they become interested in hobbies, travel, group enterprises, and leisure-time pursuits.

When you have established the attitudes and needs of your public you can form the policies and procedures that will successfully meet them. A willingness to help both the individual and the group, and to encourage their interest and participation in library activities, will go a long way toward gaining understanding and support. Word-of-mouth publicity costs little and is more effective than many high-priced publicity campaigns. If you can help Mrs. Jones to a better understanding of her teen-age son or help Mr. Smith to write a letter that will get him a promotion, they will be library supporters for life.

By the same token, if you ask Mr. Brown to show his films on Guatemala or Mrs. White to help plan a program on child care, you are adding a whole new group of people to your "booster" list. These people will not only support you but they will tell other people how "wonderful" the library is. Little by little, this sentiment can be built up by observing the principles and practices of good public relations. It will pay off every day in the year but the big pay off will come the day you need an increase in book funds, a bookmobile, a new building, or any one of the many things librarians dream of acquiring to serve their community better.

Individuals, as well as groups, can help you explain your policies and problems to the public. Your newspaper editor can be one of your best friends. Don't hesitate to make his acquaintance. He's not the crusty, cynical journalist the movies would have you believe he is. He is as interested in the welfare and well-being of his community as you are. He knows that what's good for the community is good for his paper. Make an appointment to see him . . . don't rush in on him unannounced, for he is a busy man with deadlines to meet. When you go to see him, have something to talk about. Tell him about the plans you are making for a program that will keep the teen-agers off the street at least one night a week or show him the recent government pamphlets and books you plan to feature on small business that will be of interest to the manufacturers or the people contemplating going into business in your community. Tell him how the library can help the people his paper serves. Find out what kind of library news and features he would like to use.

Make it easy for your local newspapermen to get information and material from you. Don't make any promises you can't fulfill. Be honest with your editor and he'll be honest with you. If he is interested in your problems and you are at liberty to discuss them with him, do so by all means. And, if at any time something should occur that is unpleasant or may result in undesirable publicity, give him all the facts and do not withhold information from him. This kind of honesty will be appreciated by him and will benefit you. As an example, there is a city daily whose "Letters to the Editor" section often bristles with critical letters from readers. Several years ago, a letter appeared which was extremely critical of the local library. The librarian made an appointment to see the editor, discussed and explained the situation in a pleasant, logical, and honest manner. The conversation led to a discussion of other matters and the librarian and the editor parted in a friendly, interested spirit. Since that time, occasional letters have come to the editor's desk—some written by "professional" grippers and some by citizens with an actual complaint. The editor always calls the librarian. Some letters never reach the column but when the complaint is justified the editor prints the letter with an accompanying letter from the librarian. What better understanding and cooperation could one ask?

Don't overlook organized groups and the aid they can give both in explaining your policies and your services to the public and in helping you develop programs and services. Business is particularly anxious to earn public understanding and support and there is a growing realization on the part of business that it has deep social responsibilities as well as economic functions. During 1953 business undertook to cooperate with schools, civic organizations, religious groups, and many others. This year there will be an even greater effort on the part of business to expand its public relations at a com-

munity level. It will make a greater effort to contribute to the economic, social, and cultural patterns of both its plant communities and the country-at-large.

Just how does a library work with business in a community? There are many ways but nine times out of ten it will begin with the library serving business, even if only in some small way. While the example we are about to cite concerns a large city, the pattern when analyzed is always the same, whether big city or small town. The Chicago Transit Authority devised a plan for printing information about the city on the backs of transfers which are issued on street cars, busses, and subway trains. They discovered that much of the data they needed was to be found in materials in the Chicago Public Library so they asked the library if it would be willing to supply the copy for the backs of the transfers and in turn they would give the library a credit line. It was an agreeable arrangement and before long one and one-half million people were getting a transfer *every day* that bore the name of the Chicago Public Library.

But this was not enough for the Chicago Transit Authority. Three months ago they presented the library with a series of seven specially-designed car cards calling attention to books on subjects of interest to many people that can be borrowed from the library. These cards are hung in all of the public carriers operated by the CTA and are seen by millions of people living in Chicago and adjoining areas. This is an example of publicity on a large scale—something not even a large library could possibly afford to pay for. It is also an example of how public relations pays off.

Business is beginning to regard this period as the golden age of public relations. It can also be the golden age of public relations for libraries, if we will accurately define the term: accept the responsibility, and seize the opportunity.



PUBLICITY ON A CITY-WIDE SCALE

Car cards in three colors calling attention to subject materials that can be borrowed from the Chicago Public Library. These were specially designed and hung in all busses, streetcars, elevated and subway trains by the Chicago Transit Authority, as a public service. Millions of people read these signs every week.

THE MONTH

... at random



Volume 28

Number 7

WILSON LIBRARY BULLETIN

March 1954

NEXT MONTH'S ISSUE of the *Bulletin* will be the special summer reading number, coming this year in April instead of May in order to give librarians an extra month to work out and plan details of their summer reading programs. We hope our readers will find the new arrangement helpful and will be happy to have you write us your reactions.



Somerset Maugham has presented to the Princeton University Library the original manuscript of his novel, *Theatre*, the story of the life of an actress on the London stage, published in this country and England in 1937. Mr. Maugham's gift is entirely in his own autograph and is written in blue ink on 425 8" x 10" leaves of lined paper, with the author's corrections appearing in red. Extensive revisions written on the blank reverse sides of the leaves increase the amount of manuscript content considerably beyond that indicated by the pages themselves.



Although the NBC network ceased carrying "Carnival of Books" in January, the program may still be heard in several cities. WMAQ Chicago, where "Carnival of Books" originates, received so many letters asking how the program might be continued that tapes of each week's broadcast have been made available. (A price of \$5 has been set providing the tape is returned.)

The following cities have already ordered tapes: Philadelphia, New York, Baltimore, Hartford, Rochester, and Wichita. The program will, of course, continue in Chicago. In cities where the local NBC outlet decides not to order the tape, it is possible for another local station to write Judith Weller, WMAQ, Chicago, to arrange for broadcasting the program.

The dates listed below are for Chicago broadcasts at 5:15 P.M. (Listeners must consult local station for date and hour of broadcasts elsewhere.)

MARCH 6—*The Beathest Boy* by Jesse Stuart
MARCH 13—*Nicholas and The Wool-Pack* by Cynthia Harnett
MARCH 20—Presenting the Newbery Award Book
MARCH 27—*Andrew Jackson* by Genevieve Foster



MARCH 1954

The launching of a vast, fifteen-year project to gather, edit, and publish all of the known papers of Benjamin Franklin has been announced by the American Philosophical Society and Yale University, joint sponsors of the venture. The edition will be the most inclusive ever published of Franklin's writings and papers. It will also be one of the largest editorial ventures in the history of American book publishing.

To be administered by Yale and the Philosophical Society out of grants from *Life Magazine* and the Society, the venture will cost more than \$600,000.



To stimulate interest in notable books and important art objects associated with their periods and characters, the Enoch Pratt Free Library and the Walters Art Gallery in Baltimore have inaugurated a joint weekly television series titled, "Key to the Ages."

The first of the half-hour programs, produced with the director of the Walters' education department in the role of host, featured Benvenuto Cellini's *Autobiography*. James Dickson, head of the Pratt's fine arts department, discussed the life and work of this famous craftsman of the Italian Renaissance. Related articles of interest from the Walters' collection, supplemented with slides and other visual materials, were shown.

"Key to the Ages" is the outgrowth of four shows conducted last summer by station WAAM to test public reaction. The response was overwhelmingly favorable, resulting in the station's decision to undertake the project on a regular basis.

Books featured on subsequent and forthcoming programs may include such volumes as Chaucer's *Canterbury Tales*, Mika Waltari's *The Egyptian*, Amy Kelly's *Eleanor of Aquitaine*, Homer's *Odyssey*, Shaw's *St. Joan*, Annemarie Selinko's *Desiree*, Thomas B. Costain's *The Black Rose*, Dickens's *A Tale of Two Cities*, and Shakespeare's *Antony and Cleopatra*. The heads of Pratt's literature department and fiction section will be among the personnel appearing on the program.



THE CHELIFERS EX LIBRIS



fwsimpson

Did anyone ever tell you you're devastating?

The Copyright Office of the Library of Congress announces that all registrations for domestic and foreign books and pamphlets, including serials and contributions to periodicals, will be listed under one cover in a single alphabet, beginning with the number covering July-December 1953 registrations. The new combined catalog should facilitate copyright searches and bibliographical searches for the hard-to-find pamphlet literature. This new part of the *Catalog of Copyright Entries* has been published heretofore as Parts 1A and 1B. Part 1A, *Books*, has contained those books and pamphlets for which printed cards were made for the Library of Congress; Part 1B, *Pamphlets, Serials and Contributions to Periodicals*, has listed those titles for which printed cards were not made. Cards for registrations in both parts are, of course, filed in the Copyright Office's Copyright Card Catalog.

The price of the combined catalog, Part 1, *Catalog of Copyright Entries*, will be \$5 per year or \$2.50 for the semi-annual number. Orders accompanied by remittance should be sent to Register of Copyrights, Library of Congress, Washington 25, D.C. Subscribers who have already paid in advance for either Part 1A, *Books* or Part 1B, *Pamphlets* will receive the combined catalog at no additional cost for the period of their advance subscription. All new orders, however, will be charged at the prices quoted above.



A \$7,500 grant from the Hartford Foundation for Public Giving to the Watkinson Library at Hartford's Trinity College will be used for the classification and recataloging of the valuable Watkinson collection, housed in the new Trinity College Library.

The project is a major one which will cost between \$75,000 and \$80,000 and will take ten years to complete, the foundation's grant representing the sum needed for the first year's work.

The Watkinson Library, now totaling \$130,000 volumes, was founded in 1857 under the will of David Watkinson, Hartford merchant and a founder of Trinity. It was formerly housed in downtown Hartford.

Through the years much of its contents became inaccessible through lack of adequate shelving and cataloging. The recataloging project will mark the second and final phase of the rehabilitation of the Watkinson Library. The first phase was its removal to spacious fireproof quarters in the new Trinity Library on completion of the building last year.



Jacob M. Lashly, St. Louis lawyer, president of the St. Louis Public Library's Board of Directors, and winner of one of the 1953 ALA Trustees Awards, has been appointed a member of the United Nations Administrative Tribunal, to serve for three years.

Composed of seven judges, three of whom sit at a time on a given case, the UN Administrative Tribunal was set up to serve as a court of appeals for discharged UN employees.

Mr. Lashly will sit with the Tribunal twice a year; for three weeks in November at UN headquarters in New York, and for five or six weeks in July and August in Geneva and Paris.



The literature of musical comedy is now being collected at the Yale Library along with editions of Shakespeare, Boswell, and other authors, both modern and classical. The new collection, known as The Yale Collection of the Literature of the American Musical Theatre, is primarily the product of a man who many years ago recognized the value of the musical comedy as a commentary on American culture. He is Robert L. Barlow, Yale Class of 1933, managing editor of the *Yale Alumni* magazine, who began collecting musical comedy literature some twenty-eight years ago.

His collection, which he is donating to the Yale University Library, now consists of about 5,000 items, including sheet music, programs, complete scores, and recordings by original casts or artists.

Eventually it is hoped that the Yale Collection will contain all published music and representative recordings, whenever available, of every musical show produced commercially in this country.



Surnames into Words

In our March 1953 column we asserted that only three librarians are known to have won eternal fame in the unabridged dictionaries—Daniel Solander, Charles A. Cutter, and Melvil Dewey.

Rose Z. Sellers, chief special services librarian of Brooklyn College, points out a glaring omission. She and her husband, who is a librarian, are also to be found in the dictionaries. Just look under "Best Sellers." Touché, Mrs. Sellers!

HARRY BAUER, in "Seasoned to Taste"

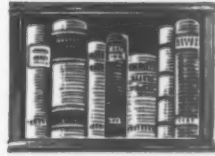


The headquarters and the Truro Branch of Nova Scotia's Colchester-East Hants Regional Library, which covers the counties of Colchester and East Hants, are maintained in the building which was erected in 1855 as the first normal school in the province of Nova Scotia. In November of that year it was first opened to students of the teaching profession, and in November 1950, after undergoing many vicissitudes, it became the first headquarters for our library unit. The building has changed little since it was opened almost a hundred years ago.

SHIRLEY B. ELLIOTT
Librarian, Colchester-East Hants
Regional Library, Truro
Nova Scotia

CURRENT REFERENCE BOOKS

Reviewed by
FRANCES NEEL CHENEY



[A monthly review of nonsubscription publications. The judgments expressed are independent of The Wilson Company. Communications should be addressed to Mrs. Cheney, Library School, George Peabody College for Teachers, Nashville 4, Tennessee.]

Reference Book Check List

1. ACKERMAN, EDWARD A. *Japan's Natural Resources and Their Relation to Japan's Economic Future*. Chicago, University of Chicago Press, 1953. 655p. \$25
2. ADAMS, J. DONALD, ed. *The New Treasure Chest, An Anthology of Reflective Prose*. New York, Dutton, 1953. 440p. \$4
3. ALDEN, DOUGLAS W. and others. *Bibliography of Critical and Biographical References for the Study of Contemporary French Literature*, 1952 supplement. New York, Stechert-Hafner, 1953. 379-466p. \$1.75
4. BIGGERT, ELIZABETH C. *Guide to the Manuscript Collections in the Library of the Ohio State Archaeological and Historical Society*. Columbus, The Ohio State Archaeological and Historical Society, 1953. 153p. \$2.50
5. BLUM, DANIEL. *A Pictorial History of the Silent Screen*. New York, G. P. Putnam's Sons, 1953. 334p. \$10
6. BROOKS, CLEANTH and ROBERT PENN WARREN. *Stories from the Southern Review*. Baton Rouge, Louisiana State University Press, 1953. 435p. \$6
7. CAHILL, PATRICK. *The English First Editions of Hilaire Belloc*. London, The Compiler, 20, Cavendish Gardens, S.W. 4, 1953. 52p.
8. CARTER, PHYLLIS G. *Statistical Yearbooks, An Annotated Bibliography of the General Statistical Yearbooks of Major Political Subdivisions of the World*. Washington, Library of Congress, 1953. 123p. 90c
9. CONWAY, F. GREGORY. *Conway's Treasury of Flower Arrangements*. New York, Knopf, 1953. 338p. \$15
10. DANTON, EMILY MILLER, ed. *Pioneering Leaders in Librarianship*. Chicago, American Library Association, 1953. 202p. \$4.25
11. DRURY, F. K. W. *Drury's Guide to Best Plays*. Washington, D.C., Scarecrow Press, 1953. 367p. \$6.50
12. EWEN, DAVID, comp. and ed. *European Composers Today, A Biographical and Critical Guide*. New York, H. W. Wilson Company, 1954. 200p. \$4
13. FEATHERLY, H. I. *Taxonomic Terminology of the Higher Plants*. Ames, Iowa, The Iowa State College Press, 1954. 166p. \$3.75
14. GARRIGUE, KATHARINE C., comp. *U. S. Citizens in World Affairs, A Directory of Non-Governmental Organizations*. New York, Foreign Policy Association, 1953. 389p. \$5; pa. \$3
15. GREENE, EVARTS B. and RICHARD B. MORRIS. *A Guide to the Principal Sources for Early American History (1600-1800) in the City of New York*. 2d ed. New York, Columbia University Press, 1953. 400p. \$10
16. GRIFFIN, ALICE VENEZKY. *Living Theatre, An Anthology of Great Plays*. New York, Twayne Publishers, 1953. 510p. \$6
- 17, 18, 19 to be reviewed in next issue.
20. *Handbook of Latin American Studies: 1950*. (No. 16). Gainesville, University of Florida Press, 1953. 332p. \$7.50
21. HANNA, ARCHIBALD. *John Buchan, 1875-1940, A Bibliography*. Hamden, Conn., The Shoe String Press, 1953. 135p. \$3
22. HOFFMAN, SYLVAN, ed. and C. HARTLEY GRATTAN, assoc. ed. *News of the World, A History of the World in Newspaper Style*. New York, Prentice-Hall, Inc., 1953. 208p., 4p. \$4.95
23. HYLANDER, CLARENCE J. *The MacMillan Wild Flower Book*. New York, MacMillan, 1954. 480p. \$15
- *24. *Information Please Almanac, 1954*. New York, Macmillan, 1953. 928p. \$2
25. KEY, V. O. *A Primer of Statistics for Political Scientists*. New York, Thomas Y. Crowell, 1954. 209p. \$2.50
26. KUSANO, EISABURO. *Weird Tales of Old Japan*. Tokyo, Tokyo News Service, Ltd., 1953. (Distributed by P. D. and Ione Perkins, South Pasadena, California). 127p. \$2.50
27. LAPOLLA, GARIBALDI M. *The Mushroom Cook Book*. New York, Wilfred Funk, Inc., 1953. 128p. \$2.95
28. LEACH, MARIA. *The Soup Stone*. New York, Funk & Wagnalls, 1954. 160p. \$2.75
29. LINTON, CALVIN D. *How to Write Reports*. New York, Harper & Brothers, 1954. 240p. \$2.25
30. *The Literary Market Place, 1953-1954*. New York, R. R. Bowker, 1953. 381p. \$4.50
31. MARASCIULO, EDWARD, comp. *Survey of Research and Investigations in Progress and Contemplated in the Field of Latin American Subjects in Colleges and Universities in the United States and Canada during the School Year 1952-1953*. Gainesville, University of Florida, School of Inter-American Studies, 1953. 24p.
32. MARTIN, LAWRENCE and SYLVIA. *The Standard Guide to Mexico and the Caribbean*. New York, Funk & Wagnalls, 1954. 624p. \$4.95
33. *McCall's Giant Golden Make-It Book*. New York, Simon & Schuster, 1953. 256p. \$2.95
34. NASH, OGDEN. *The Moon is Shining Bright as Day*. Philadelphia and New York, Lippincott, 1953. 177p. \$3
35. NICHENHAUSER, ADOLF, MARIE L. COLEMAN, and DAVID S. RUHE. *Films in Psychiatry*,

Psychology and Mental Health. New York and Minneapolis, Health Education Council, 1953. 269p. \$6

36. ROBERTS, JOSEPH B. *The Pet Shop Manual*. Fond du Lac, All-Pets Books, Inc., 1953. 96p. \$2.50

37. ROSS, EDWARD S. *Insects Close Up*, A Pictorial Guide for the Photographer and Collector. Berkeley and Los Angeles, University of California Press for the California Academy of Sciences, 1953. 79p. \$2.25; pa. \$1.50

38. ROSS, JAMES BRUCE and MARY MARTIN McLAUGHLIN, eds. *The Portable Renaissance Reader*. New York, The Viking Press, 1953. 756p. \$2.50

39. RUDZINSKI, ALEXANDER. *Selected Bibliography on International Organization*. Prepared for the Carnegie Endowment for International Peace, August 1953. 36 leaves (mimeographed).

40. Special Libraries Association. *Directory of Special Libraries*. New York, Special Libraries Association, 1953. 297p. \$10

41. *Ulrich's Periodicals Directory*. 7th edition by Eileen C. Graves. New York, Bowker, 1953. 684p. \$20

42. VÁSQUEZ, MÁXIMO L. *Commercial Correspondence Dictionary: English-Spanish and Spanish-English*. New York, Latin American Institute Press, 1953. 227p. \$2.50

43. WOYTINSKY, W. S. and E. S. *World Population and Production: Trends and Outlook*. New York, Twentieth Century Fund, 1953. 1268p. \$12

Literature—Grave and Gay

SEVERAL RECENT BIBLIOGRAPHIES AND COLLECTIONS deserve notice—some of general interest in any library, some more useful in the university reference collection. For the latter, the fifth issue of *Bibliography of Critical and Biographical References for the Study of Contemporary French Literature*² (Winchell R568) continues to represent the cooperative efforts of professors of French in American universities to list under such subjects as existentialism, literary history, poetry, symbolism, and under authors' names, appropriate books and articles. The item numbering is continued from earlier issues and happily their location in one or more libraries is shown. It would be nice if a few French correspondents could be added to the dozen or so Americans who send in the references. For in spite of indefatigable collecting activities in this country, it still seems that such bibliographical work might best be done in the country of origin of the subject.

Of more general interest is *Drury's Guide to Best Plays*,³ containing annotations under author for more than 1,200 worth-while long plays, about two-thirds of them American or English, with a scattering from other countries of origin, but all meeting at least one test of a worth-while play as defined by Mr. Drury: a significant theme, a timely topic, a proper dramatic form, interesting characterization, a telling story, a convincing dialog, and a rounded whole. These have been indexed under subject and title, and for each is given the number and sex of the players, the number of sets needed, and some note on the costume. Discriminating judgment and bibliographical accuracy distinguish

the volume which has already been described in the *A.L.A. Booklist* for January 15, 1954 as "a welcome reference guide for those who read or produce plays in drama groups or just have an active interest in the theater."

Two author bibliographies for librarians and collectors are devoted to Hilaire Belloc⁴ and John Buchan,⁵ the first being a chronological catalog of 153 English first editions of Belloc, intended as a beginning of a more exhaustive work to be published later. Full bibliographic citation and description of format add to its usefulness. The Buchan bibliography is more inclusive, covering all editions and translations of all of Buchan's works, arranged under four categories: a) books and pamphlets; b) contributions to books; c) contributions to periodicals; and d) writings about John Buchan, each section being arranged chronologically. Contents are noted for collections, but bindings are not described as in the Belloc handlist, the latter being a more detailed piece of bibliographical description on the whole.

Collections range from the excellent selection of 24 first-rate stories from the late lamented *Southern Review*⁶ to *Weird Tales of Old Japan*.⁷ The first is prefaced by a brief history of the magazine, and includes a complete list of all stories appearing in the magazine. No biographical sketches of contributors are given, which are not necessary for such well known writers as Kay Boyle, Eudory Welty, or Peter Taylor, but might have helped to identify some of the less well known writers. The latter adds to our pitifully small collection of Japanese literature in English translation, a small volume, illustrated with muddy photographs of scenes from the Nôh and kabuki plays which have made use of these old tales. The explanatory notes will be useful to the American reader.

Another small volume of interest to folklorists is *The Soup Stone*,⁸ containing short accounts of the magic of such familiar things as bells, beds, and the dish that ran away with the spoon, which will prove entertaining in school and public libraries, being retellings and adaptations from more exhaustive collections.

Another addition to the Portable Readers is *The Portable Renaissance Reader*,⁹ whose format and general organization are familiar to most librarians. Particularly timely seems the inclusion of Jean Bodin's *The Dearthness of Things* which attempts to explain the causes of high prices in 1568. The wide variety of subject matter, the suggestions for further reading, the brief biographies of authors all recommend it for the small library.

*The Moon is Shining Bright as Day*¹⁰ is an anthology whose chief distinction is its being edited by Ogden Nash. Though it is a charming little volume of Mr. Nash's favorites, one might prefer that Mr. Nash stick to writing his own verses, such as:

*The trouble with a kitten is
THAT
Eventually it becomes a
CAT.*

For we must never reach a state where we have to say cynically:

*The trouble with a poet is
THAT
Eventually he becomes an
ANTHOLOGIST.*

An anthology intended for drama study groups and which deserves consideration not so much for the plays included but for its organization and manner of presentation is *Living Theatre*,¹⁶ whose thirteen plays, some abridged, are grouped under nine categories, beginning with the essence of tragedy ("Oresteia") and winding up with fantasy ("The Madwoman of Chaillot"). Each category is supplied with an explanatory introduction and suggested questions for discussion. It will be helpful to librarians working with study groups.

*The New Treasure Chest*² is intended to supplement its predecessor, *The Treasure Chest*, and like it, is an anthology of reflective prose, arranged chronologically by author, pleasing in format, and certainly an antidote for writing which aims to excite, shock, or anaesthetize. The index of titles can almost be used as a subject approach, for you find selections entitled aberrations, art of reading, cultivated mind, etc., making it a nice supplement to our standard books of quotations.

Directories

Even more comprehensive than before, is the 7th edition of *Ulrich's Periodicals Directory*,⁴¹ (Winchell, E14), giving 4,000 more titles than the 10,000 included in the 6th edition, and adding to the categories under which they are listed to include: abstracts and abstracting (librarians will like this), atomic energy and geophysics, instruments, marketing, and wit and humor. As in earlier editions, annuals, monographs, and serial publications are omitted, but representative and important government publications are listed under appropriate subject.

New features in the 1953-1954 *Literary Market Place*³⁸ (Winchell, R23) include a list of courses on book trade subjects, a geographical grouping of publishers, and fuller information on type manufacturers, and specialties of wholesalers and jobbers, but following the basic arrangement of former years. Under the section on magazines you will find a plug for Ulrich, which begins, "For more complete data concerning the publications listed here and others omitted for lack of space, see *Ulrich's Periodicals Directory* . . ."

Directory of Special Libraries,⁴⁰ international in scope, giving brief information on each library, with appended subject index, suffers from omissions, and from not setting forth clearly just what determined inclusion in the otherwise impressive list. Why, for instance, was Princeton University included, but the Bureau of Public Administration Library of the University of Alabama omitted? In fact, a comparison with the recently published directory of special libraries in the Southeast reveals a number of libraries in the latter but not in the *Directory of Special Libraries*, and we must add, *vice versa*. It is a pity that these two valuable enterprises were not coordinated in some way, for now both must be consulted.

*U.S. Citizens in World Affairs*¹⁴ is a directory of 434 non-governmental organizations, which bears out de Tocqueville's comment in 1840: "Americans of all ages, all conditions and all dispositions constantly form associations." And once formed, they must be listed, if not evaluated, giving officers, objectives, membership, activities, and current publications, if any. All this information appears, together with an interesting note on how each is financed. The compiler emphasizes that this is not

a complete listing, nor an evaluation, but it is a valuable addition to the growing number of such directories.

Bibliographies and Guides

Any reference librarian who wishes to strengthen his collections of statistical yearbooks, will thank the Library of Congress for the recent annotated bibliography⁴ of general statistical yearbooks of major political subdivisions of the world, particularly for the excellent description of contents and for listing the most recent edition of each. It is arranged alphabetically by continent and under each, alphabetically by country or territory. And, good news, it is shortly to be followed by a bibliography of statistical *bulletins* covering the same areas.

We can also thank the Hispanic Foundation in the Library of Congress for the *Handbook of Latin American Studies*³⁵ (Winchell V367), which has enlisted a larger number of contributing editors than ever before and which adds a category for *sociology*, and an author and *subject* index for the first time. And for a nice partial supplement, we have the classified *Survey of Research and Investigations in Progress and Contemplated in the Field of Latin American Subjects*³¹ which lists 519 items collected from the United States and Canada, 1952-1953.

The second edition of *A Guide to the Principal Sources for Early American History (1600-1800) in the City of New York*³² (Winchell V96) testifies to the large amount of significant material which has been collected in New York in the last twenty-five years, and to the advances we have made in listing and preserving certain types of material. Because of the broad interpretation the compilers gave to history, the volume will be of interest to historians of American science, business, education, art, and literature, though we find greatest emphasis on general and political history. It shows holdings of such great collections as those of the New York Public Library, New York Historical Society, the Morgan Library, and Columbia University.

Restricted to the collections of one library is *Guide to the Manuscript Collections in the Library of the Ohio State Archaeological and Historical Society*⁵ arranged alphabetically by the title of the collection, except those composed entirely of account books which have been grouped at the beginning under *Accounts*. A full name index is appended.

For groups studying national policies and attitudes toward international organization, particularly the United Nations, is the *Selected Bibliography on International Organization*,³⁰ which supplements a similar listing found in Goodrich and Hambro's *Charter of the United Nations—Commentary and Documents*. References are listed under type of agency, with some subject subdivisions under functions and activities of the U.N.

The World and Its People

A well organized compilation and interpretation, *World Population and Production*⁴² sets forth trends and outlook, employing nearly 500 statistical tables and 338 charts and maps, covering five large topics: 1) man and his environment; 2) world

needs and resources (librarians will remember the earlier and valuable *America's Needs and Resources*) 3) agriculture; 4) energy and mining; and 5) manufactures. A second volume (not seen by the reviewer) will cover international trade and investments; land, water, and air transportation; political organization of the world; colonialism; public finance; and international cooperation. The compilers note the limitations of international statistics, lamenting the lack of trustworthy statistics from the U.S.S.R. It is still basic.

Also basic for area studies will be *Japan's Natural Resources*,¹ a revision and expansion of Mr. Ackerman's 1948 SCAP report, which will now take its place as a definitive study of Japan's physical endowments in their relation to the basic human needs of population. Profusely illustrated with maps, graphs, charts and photographs, well indexed, it makes use of data collected by the author between 1946 and 1948. For libraries already owning the government publication, *A Report on Japanese Natural Resources Prepared in General Headquarters in 1948*, which was distributed from Tokyo between 1950 and 1952, it should be noted that the present edition is substantially the same, except for the added conclusions and a few minor revisions.

*The Standard Guide to Mexico and the Caribbean*² may not be a definitive guide to the population and resources of this area, but it is an up-to-date, informative general travel handbook, with the usual information on where to eat and sleep and what to see. In addition, there are sections on radio stations, reading matter (giving local sources of printed information), and books about each area. Those who prefer a straight, narrative style, may not care for the breezy air which occasionally creeps into such sentences as "We like Puerto Rico so much we find it difficult to say anything against the old girl," but the practical information included will make such criticism seem cavilling.

How to Do It

Do you yearn to photograph a plant louse, write a good report, start a pet shop, or turn your old aspidistra into a thing of beauty? There is nothing to stop you, if you can read—or even look at pictures. Perhaps the most stunningly beautiful of the lot here reviewed is *Conway's Treasury of Flower Arrangements*,³ with its 300 photographs, 100 in full color, illustrating the principles of this universal art, arranged alphabetically, by name of flower, from acanthus to the humble zinnia. But also distinguished for its illustration is *Insects Close Up*,⁴ a pictorial guide for the photographer and collector, having on every page an unusual photograph (the one in color showing a grasshopper in the clutches of a wasp will give you the shudders), with accompanying descriptive information. It is a fine pleasure piece for both photographer and entomologist. For more practical purposes, *The Pet Shop Manual*⁵ gives instructions on "how to be a popular and respected pet shop owner" and make a living at it. Lists of magazines and pet shop associations are appended. Ever hear of the *Canary-Budgie World*, *Cage Bird Digest*? A whole new world—digested. And speaking of digestion, *The Mushroom Cook Book*⁶ gives 111 successful easy recipes, together with excellent instructions on acquisition, preparation, and use. Plump patrons of the library should be reminded that these delicious plants can serve as the prime ingredient of a

low-calorie diet. A clear, colorful and stimulating guide for boys and girls is *McCall's Giant Golden Make-It Book*,⁷ arranged under such subjects as parties, costumes, dolls, holidays, animals, cookies, and crafts. It should give the Devil little opportunity to find work for idle hands, for it suggests more than a thousand things for them to do.

On the soberer side is *How to Write Reports*,⁸ designed to teach the general principles and special techniques of writing good expository reports. Reference librarians, struggling with the problem of trying to report adequately what they are doing, should find much help, if they can find time to read it.

Hearts and Flowers

Anyone looking at *A Pictorial History of the Silent Screen*,⁹ that is, anyone who is old enough to have seen the old silents, will recognize the nostalgic quality of this photograph-studded album. Arranged chronologically, with the very briefest introduction for each year, it is more useful as a source of stills and photographs of stars, which may be found quickly through the index, than as a critical commentary on this golden and silent age of the industry, which is all right for a pictorial history.

But to speak of real flowers, the *Macmillan Wild Flower Book*¹⁰ will give the Rickett *Wild Flowers of America* (reviewed in the December *Bulletin*) quite a run for its money. For the new one is also a handsome, well illustrated volume for armchair nature lovers. Both these volumes make some of the 500 common flowers included look so glamorous that we may cultivate a whole new aesthetic approach to say rabbit-tobacco (see colored plate 214 in *Macmillan*) or the common wood sorrel. *Macmillan* has 232 plates to Rickett's 400, both done from life by excellent water colorists. The short descriptions, giving botanical as well as common name, are given in simple, nontechnical language by a former professor of botany. Very lovely for those public libraries which can afford it.

Biography

The real charm of the biographical sketches in *Pioneering Leaders in Librarianship*,¹¹ is that all except five of the eighteen contributors got their start in library work under the persons they have presented. This provides a rare personal touch and a flavor which is added to by the choice of photographs of each of the eight men and ten women included—Bostwick, Bowker, Larned, Flexner, Oberly, Richardson, and others.

Also personal in approach is David Ewen's *European Composers Today*,¹² a companion piece to his *American Composers Today*. Mr. Ewen, who must be a very busy man, states that he obtained most of the material on the 106 composers from personal visits with them during an extended trip to Europe. The bio-critical sketches are accompanied by excellent photographs, a list of major works, with dates, and further references. The appendix reveals that the largest number are French, then English and Italian. A list of major schools and styles and a selected bibliography are also appended. Ewen is rapidly becoming the Baedeker of the world of music and musicians.

(Continued on page 619)

Display for the Month



ST. PATRICK'S DAY IN PITTSBURGH

MARCH WINDS BLEW AND IN CAME THE IRISH was the title of a March bulletin board display in the library of Pittsburgh, Pennsylvania's, Brentwood High School. Materials for the high hats, pipes, and three-leaf clovers were construction paper and crayons, also used to make the cloud (upper left) and the hard-blowing face of the March wind drawn on it (not visible in photograph).



MARCH IN ROCHESTER, NEW YORK

A MAD AS A MARCH HARE window of the Rochester, New York, Public Library's Rundle Building featured such books as *Three Exotic Tales*, *Six Novels of the Supernatural*, Thurber's *The Beast in Me and Other Animals, Odd—But Even So* by Percival Christopher Wren, Max Shulman's *Large Economy Size*, and Charles Addams' cartoon collection, *Aftrnoon in the Attic*. Readers may recognize the March hare as a copy of the Book of the Month rabbit. It and the letters for the heading were cut out of Upson board and mounted on the painted panel by means of 1/2" pins.

The bulletin board committee of the Artesia, New Mexico, High School library designed a display entitled HARP ON THESE, NO SOUR NOTES—a heading which appeared at the upper left of the bulletin board on a G clef scattered with musical notes. The golden harp with the "hemp" strings and a background of green crepe paper added a gay seasonal touch. Small harps cut from Irish greeting cards were placed at random on the board. The display not only attracted attention, but increased demand for a number of new books—and for some older ones that had begun to collect dust.



SEASONAL TOUCH IN NEW MEXICO

At the time of the announcement of the Newbery and Caldecott Medal winners last year, the children's room of the Mary Cheney Library in Manchester, Connecticut, mounted an exhibit entitled THESE ARE THE BEST IN 30 YEARS OF CHILDREN'S BOOKS. The display included book jackets of former Newbery and Caldecott award winners, a description of the origin of the awards, and, of course, copies of the award books. Booklists, carrying the title of the exhibit and containing complete lists of winners of both awards, were mimeographed and distributed to parents and children alike. These "best" books, some of which had been standing neglected on the shelves for years, were greeted enthusiastically as old friends by many readers—and as new by younger ones.





For EXTENSION LIBRARIANS

Edited by GRETCHEN KNIEF SCHENK

Bookmobiling in Japan

THROUGH THE TRAINING RECEIVED at the Japan Library School, bookmobile librarians there offer many familiar services to their readers. Clerks charge books while trained librarians give reading guidance, tell stories, or meet with village officials and citizens to discuss library service, reading clubs, the comic book menace, and the like.

The photos to the right show scenes of this library service in Japan. Top to bottom: Saitama Prefecture Library bookmobile at stop in front of Village Hall, Shimo-ashi Village (a New Year's decoration is fastened to the radiator); listening to stories; the storyteller (clerks are charging books on the porch); a storyteller gives out candy after the storyhour.



Adult Education Projects in Rural Libraries

Announcement of the award of ALA Adult Education Project grants to five county, regional, and state libraries ought to encourage the inauguration of similar projects in other rural and large unit libraries.

The national purpose behind these grants is "to stimulate the development of adult education services to adult and young adult community groups." The shift in emphasis here lies in educational activities in groups, rather than the usual personal service to individual readers.

County and regional librarians will watch with interest the human relations discussion groups project in the Boonslick Regional Library with headquarters at Sedalia, Missouri. Here 18-20 community discussion groups are to discuss various phases of family and community life in an area that has never before had library service. The usual procedure is to begin extended service to children and schools. This project will serve to show what happens when a library in a rural area starts with an active adult education program.

The Winn Parish Library in Winnfield, Louisiana, has pioneered a number of parish-wide cooperative adult education group projects in the past. One of these was the "Keep Louisiana Green" program in cooperation with state and private forestry officials. The present award of \$2,000 was given to further discussion groups on world affairs to be sponsored by a parish-wide Council on World Affairs. The need for mature thinking and the importance of the voice of each individual in world affairs are to be stressed.

Extension librarians are invited to send material on rural, state, county, and regional library work to Mrs. Schenk at Summerdale, Alabama.

The San Bernardino County, California, Library, serving an area of over 20,000 square miles, will use the radio and trained listening groups to reach its far-flung outposts. In a discussion entitled "The Southwest Heritage," which will include architecture, music, folklore, language, literature, libraries, and technology, the library plans to use dramatizations by little theater groups. A workshop prior to the beginning of the series will stimulate interest and help to plan informal listening and discussion groups in homes on the desert, in the mountains, and among the fertile ranches.

Two projects received awards which could only be carried on by state agencies, as they concern an entire state area. The Mississippi Library Commission will seek ways to "Balance Adult Education with Industry," an extension of the state's famous BAWI program to "Balance Agriculture with Industry." In a state of still limited library resources, both public and special, and an ever growing industrial development, library service to industry needs cooperative development which the state's library commission can spearhead.

Wisconsin's project of training in Adult Education functions stems partly from a lack of understanding by librarians, interested public officials, and representatives from other organizations of the importance of including adult education as a clearly defined function and responsibility of libraries. The project will also include discussions of administration and working relationships between libraries and other municipal agencies, and between library board and staff. Budget and staff needs are to be considered. According to present plans, the project will take the form of a summer training course.

Regional Branch Publicity

Parma Library, the largest regional branch in the Cuyahoga County, Ohio, Library system, is not afraid of competition. The "Welcome" pamphlet prepared by the librarian, Josephine Krieg, who retired on January 1st, invites readers to "Make it a habit to come here often. The library can do something for you that other sources of information cannot. [This in bold face type!—Ed.] You probably throw away papers and magazines. Television and radio programs are soon over. But the library makes it a business to gather information and keep it for you."

By means of a floor plan sketch, readers are given an insight into the numerous services offered by the library, as adult, young adult, children's sections, story telling, music listening, and meeting rooms. A list of special activities sponsored by the library is given.

Library Management Handbook

County, regional, and state extension librarians will appreciate and use Zelia French's new "Library Management Handbook," recently published. Even though the subtitle announces that it is intended "for Kansas board members," other large unit libraries can adapt it (with Miss French's permission, of course) to their own state laws. The general information on board organization, duties of the board, duties of the librarian, twelve golden rules for board members, and what constitutes good library service are generally applicable.

Published by the Kansas Traveling Libraries Commission, Topeka, the pamphlet also offers a short bibliography, suggested bylaws, sample con-

tract, forms for wills and bequests, and a compilation of the state's library laws. Sprightly writing makes the booklet pleasant reading, e.g. "It is a library board's prerogative to spend money, not to save it. Simply hanging onto the purse strings and yelling economy which restricts the library's functions is a degrading role for any board member to play."

A very attractive and effective letterhead announcing "Books To You—by Rail—by Mail," with clouds in the background suggesting that they might even come by air on occasion, offer new books to all Kansans and Kansas libraries. Other libraries may wish to copy or adapt.



CURRENT REFERENCE BOOKS

(Continued from page 616)

History—A Fresh Approach

Crane Brinton, well known for his *Ideas and Men*, says of the newspaper style history of the world, *News of the World*²³ that it will greatly stimulate those who have the desire to know world history and should create an eagerness for further study. For this reason, this profusely illustrated volume with its journalistic style should appeal to that large percentage of the people who are accustomed to reading nothing but the newspaper. Glancing through its pages will certainly give a feeling of dramatic immediacy to world events of long ago. High school students should enjoy it.

*A Primer of Statistics for Political Scientists*²⁴ is intended to introduce the student who is unaware of the difference between a square root and a standard deviation to the most elementary techniques of quantitative analysis. A set of simple exercises has been included and any beginning research worker in the social sciences would find it helpful.

Psychiatry—Films

*Films in Psychiatry, Psychology and Mental Health*²⁵ contains stills and rather long analytical reviews of representative films, a supplementary list of films briefly described, and a general introduction on the use of films in psychiatry.

Terms

A handy little bilingual dictionary of English words and phrases with Spanish equivalents, for those doing business with Spanish firms, is the clearly printed *Commercial Correspondence Dictionary: English-Spanish and Spanish-English*.²⁶ Since it is unadorned by preface, it is impossible to review it in terms of the compiler's purpose, but the terms seem to be well chosen, the separate list of abbreviations also. It is probably better for a business office desk than a general reference collection, though business libraries will want it.

*Taxonomic Terminology of the Higher Plants*²⁷ devotes about half of its contents to a glossary of technical terms, the rest to a classified section of terms, of specific epithets (the second element in a scientific name) and a selected list of Greek and Latin components. This should be very valuable to graduate students in botany who have had little Latin and less Greek.



SCHOOL AND CHILDREN'S LIBRARIES

Alice Brooks McGuire
Editor

A Look into the Future

SOMETIMES I WISH that I carried the title, "Mistress of the Crystal Ball!" This is one of those occasions. I am writing copy for the March issue of WLB in January, just a few days before ALA's Midwinter meeting in Chicago. By the time you read this, our meetings both in Chicago and at the Atlantic City convention will be history. And yet at this moment I can tell you nothing about them. Well, at least, I can predict success for both events and promise you a full account in April.

Another event on which I should like to comment but lack powers of prediction is the outcome of the Newbery-Caldecott annual awards. Announcement is made on the first Monday in March. We hope that Ruth Harshaw can reproduce again this year on "Carnival of Books" the exciting presentation scene in Frederic Melcher's office. Don't miss it! School and children's librarians in Austin are hoping to convene at a breakfast party to listen as we did last year. I say "are hoping" because in the last few weeks "Carnival of Books" has ceased to appear at its regular time over our NBC station. To have this fine program discontinued is a real loss to childhood! I have written the station to ask that the program be carried again and am urging parents, teachers, and other librarians to do likewise. Only testimonial evidence of its popularity can insure its continuation. It merits our championship!

To return to the Newbery-Caldecott Awards, here is a description of how Kansas City, Missouri, Public Library has used this ever-lengthening list of titles as a basis for lively round table discussions. It was sent by Lorraine Crouse, a children's librarian.

"Has the award been announced?" "What book received the prize this year?"

These excited queries are made to the children's librarian of the East Branch in Kansas City by students in Rose Martin's eighth-grade speech class at the East High School. Miss Martin, popular speech teacher, uses Newbery prize books as a basis for round table discussions.

The classes are first brought to the library at the beginning of the semester and the librarian introduces the students to the types of Newbery prize books, gives a biography of John Newbery, tells how the prize originated, and how the books are selected. A description of the Newbery dinner is also given.

In her classroom Miss Martin places the book jackets on a bulletin board, as well as biographical material and pictures of the authors which the publishers have so kindly sent. The students are enthralled by the pictures and one girl surprisingly remarked about one author, "He's young! I thought he'd be an old man with a goatee." An interest in reading is stimulated in many ways.

School and Children's Librarians are invited to send ideas and items for this page to Mrs. McGuire at Cass Elementary School, Austin, Texas.

All books are discussed at a round table in the library with an audience not only of librarians, but of students in the library who are attracted by it. A definite plan is followed for the discussion. Six students, including a chairman, participate. The chairman introduces the book by telling where, when, and why, if possible, the story was written. A biography of the author is also given. In the animated discussion which ensues, the three main characters are described and their traits are illustrated by parts of the story. Next, the main incidents are given. Finally, the discussion is ended with reasons for liking or disliking the book. The complete story is not told, but the listeners are eager to read it.

Miss Martin's method has proven invaluable in helping students overcome timidity in speaking before groups and it also increases an interest in reading good books.

It seems to me that one of the especially fine features of the above program is the pattern of cooperative enterprise between the teacher and librarian. So much well meant effort by librarians is often almost futile because the librarian has to go it alone. I like, too, the broad, flexible type of reading program demonstrated here. The stigma frequently attached to "required reading" seems to have disappeared!

More Recruiting Ammunition

Lois Walls, head of the children's department, Wilmington, Delaware, Public Library, presents further clues to attracting youth to the field of librarianship:

In the November issue of WLB, you quoted a recruiting statement by Emily Miller Danson of the Birmingham Public Library. I should like to question the part which reads "prefer a quiet life to the sharp competition of business." For too many years the library has been plagued by the terms "quiet" or "silence." They have been instrumental in discouraging both borrowers and possible recruits. Having been in college recently, I know that some fine young people have turned away from the library field because it seemed too quiet. A certain philosophy professor even unwittingly said that the library field was so dull that only a frustrated female would consider it.

In library work as in any other profession or vocation, the person usually receives benefits in relation to the time and effort which he is willing to put forth. Personally, I have never found working with the public quiet or dull. In fact, there are times when a little peace and quiet would be welcome!

As to competition, I feel that it is now sharper for libraries than ever before, if they are willing to accept the challenge. The average borrower has a thousand and one attractions to choose from, and the library must work doubly hard to hold him.

(Continued across the page)

ALA NOTES



ALA Midwinter Meeting

AT THE LEGISLATIVE MEETING of the Federal Relations Committee with coordinators, presidents of state library associations, and directors of state library extension agencies, a number of pieces of Federal legislation of interest to librarians and libraries were discussed. Some of these were:

Commission on Intergovernmental Relations which was set up by the President to study Federal-state relations, particularly Federal grant-in-aid programs.

The Library Services Bill which, through Federal grants-in-aid, would stimulate for a five-year period the state library agencies to improve public library service to areas now without such service or with inadequate service.

Postal Rate Increase Bill, H.R.6052, which includes a section to increase the book rate by about 25 per cent.

Retirement Income Exemption Bill, H.R.5180, which would exempt from internal revenue taxation \$125 per month or \$1,500 per year of all retirement income for all retired people.

Senate Resolution 49, authorizing a postal study of rates and cost, was passed early in the first session of the 83d Congress. An advisory committee was set up to handle this study. Contracts were made with organizations and business to undertake various phases of this study. The work of the advisory committee has now been completed and a report filed with the Senate Post Office and Civil Service Committee. Copies of the report may be requested from the committee or from your senator by referring to the Report on S.Res.49. This report should be of great interest to librarians.

American National War Memorial Arts Commission, H.R.7185, which is designed to stimulate and encourage the growth and development of the fine arts in this country. Under Title II of the bill, grants may be made to libraries to build up their book collections in the fine arts field.

Senate ratification of the Universal Copyright Convention was discussed. To ratify, the United States must modify its domestic copyright law. This item is discussed further in this same column by Robert Frase, Washington representative of the American Book Publishers Council.

More information on any one of these items may be requested from the ALA Washington Office, Hotel Congressional, Washington 3, D.C.

Universal Copyright Convention

Congressional consideration of the Universal Copyright Convention and related domestic legislation is expected to begin relatively early in this session. The convention requires ratification by a two-thirds vote of the Senate and passage by both Houses of Congress of the related slight modifications of the United States copyright law embodied in identical bills by Chairman Langer of the Senate Judiciary

Committee (S.2559) and by Chairman Reed of the House Judiciary Committee (H.R.6670).

The convention, signed for the United States at Geneva, Switzerland, in September 1952 by a delegation headed by the then Librarian of Congress Luther Evans, marks the culmination of many years of effort to provide a sure and simple basis for the protection abroad of United States' literary, artistic, and musical works. Under the convention, this protection will be provided on the basis of reciprocity; each member country will give the same protection as is provided by the country in which the work is first copyrighted without formalities such as registration, payment of fees, and deposit of copies. This will mark a great advance over the present situation in which American authors must either comply with the varying formalities of the individual countries or secure protection of their works under the Berne International Copyright Convention, of which the United States is not a member, in the guise of their being Canadian or British works.

The convention has been strongly recommended to the Senate by the Secretary of State. It is supported by the American Library Association; the American Council of Learned Societies; the American Council on Education; the organizations of authors, songwriters, and playwrights; the American Book Publishers Council; the Association of American University Presses; the Music Publishers' Association; radio, television, motion picture, and magazine interests; and the copyright bar. It is opposed by several unions in the printing trades and some printers and binders of books on the grounds that books by foreign authors in the English language, which are now required to be printed and bound in this country to secure full United States copyright under the "manufacturing clause," would be imported in greater numbers. Proponents of the convention believe that these fears of injury to printers are greatly exaggerated in view of the very small area of potential competition opened up as compared with the whole multi-billion dollar printing industry in this country; and that the benefits to the United States including book printers will far outweigh any incidental amount of competition from imports.

ROBERT W. FRASE



SCHOOL AND CHILDREN'S LIBRARIES

(Continued from across the page)

I firmly believe that if we are to attract up-and-coming young people into the field, we must constantly emphasize this challenge and show them that there are many interesting and exciting ways—i.e., television, etc.—with which to meet it.

Miss Walls' viewpoint accentuates admirably the fresh, modern elements in library work that appeal both to youth and to the well tempered librarian who has had an opportunity to test out the challenge of our field.



THE LIGHTHOUSE

News and Notes of Wilson Publications

Freedom and Loyalty

THE SECOND REFERENCE SHELF NUMBER to be published this year is **FREEDOM AND LOYALTY IN OUR COLLEGES**, by Robert E. Summers of the Department of Journalism, University of Oregon. The book is an impartial compilation of articles representing diverse points of view on the related questions of safeguarding our colleges from communist penetration and protecting the traditional rights of academic freedom for the benefit of teachers and students alike.

There are background articles on the general question of communism *versus* national security, on charges leveled against colleges and their faculties, on action taken by congressional committees and by state agencies, on the controversies concerning loyalty oaths and the use of the Fifth Amendment by persons under investigation, etc.

Among the contributors are John Lord O'Brian, Ralph Barton Perry, Grayson Kirk, Sidney Hook, and Robert M. MacIver. Pertinent statements by the American Association of Universities and the American Association of University Professors are quoted at length.

We Point with Pride

Speaking of Mr. Summers' new volume brings to mind some recent comments on his last previous Reference Shelf work. In his review of **THE UNITED STATES AND INTERNATIONAL ORGANIZATIONS** for the December *Southern Speech Journal*, Douglas Ehninger remarked that he does not know "a more fruitful way for a debater to begin his study of a controversial subject than to refer to The Reference Shelf issue in which it is treated."

"Some twenty-five years ago when as a high school debater I first became acquainted with the Reference Shelf series," writes Mr. Ehninger, "its volumes were mere 'handbooks' calculated to supply the student speaker with a ready-made set of arguments on either side of the current debate proposition. . . . Keeping pace with the development of a sounder philosophy of interschool forensics, the editors of The Reference Shelf now wisely content themselves with bringing together a wide variety of authoritative materials, and leave to the student the educationally enriching tasks of analysis and invention. . . ."

" . . . The selection of materials is sound and well balanced, and cutting, where it is necessary, has been skilfully done. As usual, the appended bibliography is well worth attention."

Filmstrip Guide

What about "Skates and Elephants" or "Papua and Kala-Bahai?" Even if you know all about such esoteric topics, chances are your patrons couldn't distinguish Papua from Biloxi and wouldn't be

aware of the hazards connected with studying skates in their natural environment.

But of course your patrons do ask you questions about such subjects. And what can you do about it? Well, the Wilson Company has a new possibility: the just-published third edition of its **FILMSTRIP GUIDE**.

This completely revised edition, companion to the **EDUCATIONAL FILM GUIDE**, lists 5,882 of the most intriguing and instructive filmstrips released since 1946. Edited and compiled by Frederic A. Krahn, the **GUIDE** helps you find at a glance the kind of filmstrip you want and where it can be obtained. In addition, each entry tells you the date of release, whether silent or sound, color or black and white, and the grade level. It also tells whether the filmstrip is free or not and whether it is accompanied by a teachers' manual or study guide. Where a charge is made, terms are outlined.

Part I of the catalog is an alphabetic and subject index of all the filmstrips, by individual title, series title, and subject. Part II classifies the strips by subject matter according to the Dewey Decimal system, and includes descriptive data on each filmstrip and order numbers for Library of Congress Catalog Cards.

Reference Shelf Prices

Because of rising costs it has become necessary to advance the price of Reference Shelf subscriptions from \$7 to \$8 and of single numbers from \$1.75 to \$2. This change in price will be effective with Volume XXVII, the first number of which will be issued late in 1954.

WILSON PUBLICATIONS

mentioned in the Lighthouse

EDUCATIONAL FILM GUIDE, Krahn, Frederic A., comp. 11th edition completely revised 1953. \$7.50. *Supplementary service schedule and price on request.*

FILMSTRIP GUIDE, Krahn, Frederic A., comp. 3rd edition completely revised 1954. \$5.00. *Supplementary service schedule and price on request.*

Summers, Robert E. **FREEDOM AND LOYALTY IN OUR COLLEGES**, Reference Shelf, Vol. 26, No. 2. Subscription price, 6 books for \$7; separate titles, \$1.75 each.

Summers, Robert E. **THE UNITED STATES AND INTERNATIONAL ORGANIZATIONS**, Reference Shelf, Vol. 24, No. 5. *See price, above.*

Since Reference Shelf numbers average about 200 pages each, the *increased price* for single numbers will be about a cent a page; for subscriptions (covering 6 numbers), about 2/3 of a cent a page. These are still bargain rates, we think, for the cream of current articles on front-page issues.

Visitors

Recent guests of The Wilson Company have included:

Dr. Florence Van Hoesen, Associate Professor of Library Science, and eleven students from Syracuse University School of Library Science.

Christine B. Gilbert, Director of Public Relations and Adult Activities of the Manhasset, New York, Public Schools and coauthor with Ruth Strang and Margaret C. Scoggin of *GATEWAYS TO READABLE BOOKS*, published by The Wilson Company.

Dr. Jean Betzner, Professor Emeritus of Education at Teachers College, Columbia University.

Staff

The Board of Directors of The H. W. Wilson Company has given Dorothy Ethlyn Cole, editor of *LIBRARY LITERATURE*, a partial leave of absence to be editor of the third edition of *Who's Who in Library Service*. Materials for the new edition are being gathered and edited under the sponsorship of the School of Library Service of Columbia University.

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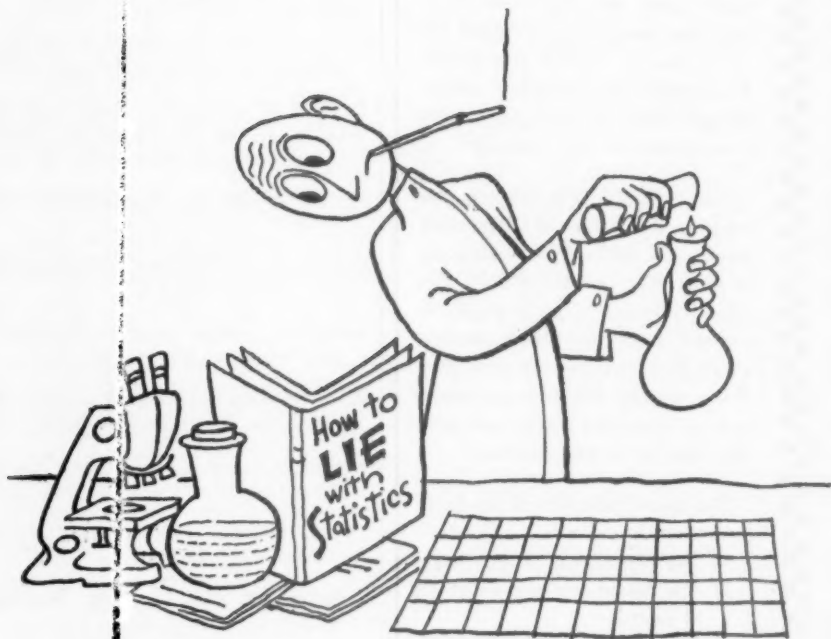
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- CAIGER, GEORGE, ed. Australian Way of Life. Columbia Univ. Press 1953 (Way of life ser.) \$3
- CALPIN, G. H. ed. South African Way of Life. Columbia Univ. Press 1953 \$3.50
- CHURCHILL, SIR W. S. Stemming the Tide; speeches 1951 and 1952. Houghton 1954 \$5
- DIES, E. J. Behind the Wall Street Curtain. Public Affairs Press 1952 \$2.75
- EADE, CHARLES, ed. Churchill; by his contemporaries. Simon & Schuster 1954 \$6
- FORD, E. H. and EMERY, EDWIN, eds. Highlights in the History of the American Press. Univ. of Minn. 1954 \$6.50
- JOHNSON, SAMUEL. The Rambler. Dutton 1953
- JUDGES, A. V. Pioneers of English Education. Faber 1952 25s
- MADISON, JAMES. Complete Madison; his basic writings. Harper 1953 \$4
- RUBIN, L. D. and JACOBS, R. D. eds. Southern Renaissance. Johns Hopkins 1953 \$5
- SATURDAY BOOK; 12th issue. Macmillan 1952 \$5
- SNELL, BRUNO. Discovery of the Mind. Oxford 1953 \$5.50
- STEVENS, D. H. Changing Humanities. Harper 1953 \$4
- WAIN, JOHN, ed. Contemporary Reviews of Romantic Poetry. Barnes & Noble 1953 (Life, literature, and thought library) \$2.50
- WISE, J. H. ed. Meaning in Reading. 3d ed. Harcourt 1953 \$2.50

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CARSTENS, GRACE

Born a Yankee. Macmillan 1954 250p \$3

The story of Kate Fyfe, last of a long line of Fyfes, early Cape Cod settlers. The hold of New England, family tradition and the "duty" bred in her are so strong that she cannot break away from the way of life of her family even to satisfy her own inner needs

DEMAREST, PHYLLIS GORDON

Naked Risk. Doubleday 1953 377p \$3.95

"Taking a celebrated murder case of the post-Civil War years, this author . . . tells the tragic story of a talented New England girl's misarrangement to a neurotic young adventurer, her attainment of the stage with Edwin Booth, and of her love affair with a noted Tribune writer which ended with his assassination." American news of books

DODSON, KENNETH M.

Away All Boats; a novel. Little 1954 508p map \$3.95

A novel dealing with U. S. naval operations in the Pacific during World War II. It describes the details of life aboard the attack transport "Belinda," and the stages by which amphibious operations grew in efficiency from the Gilberts to Okinawa

MICHENER, JAMES ALBERT, 1907-

Sayonara. Random House 1954 243p \$3.50

The love story of an American jet ace in Korea and a Japanese girl is paralleled by that

of a private in the army. The American regulations against interracial marriages is pointed up by the unhappy ending

NOBLE, HOLLISTER, 1900-

One Way to Eldorado. Doubleday 1954 286p map \$3.50

A novel about railroading in the High Sierras, "this is a contemporary story of gangsterism, ambush, old mines and the worst mountain winter since '87. Howard Bierce, head of Great Western, has a vacation interrupted by crises that deal with his chosen life and the challenge of nature to the power of man." Kirkus

WELTY, EUDORA, 1909-

The Ponder Heart; drawings by Joe Krush. Harcourt 1954 156p illus \$3

"Miss Edna Earle Ponder, who runs the Beulah Hotel in Clay, Mississippi, whiles away the tedium of a long afternoon by telling a guest the story of her Uncle Daniel, warm of heart, but weak in the head." Bkl.

WYLIE, PHILIP, 1902-

Tomorrow! Rinehart 1954 372p \$3.50

"A few average Americans living in a city in the central part of the United States had learned about the Bomb and what to do in case of attack. Unfortunately, they were too few, and this is the story of what happened to them and to their neighbors when attack came. A plea for preparedness." Hunting

ABOUT PEOPLE

BELLONCI, MARIA

Life and Times of Lucrezia Borgia; tr. by Bernard and Barbara Wall. Harcourt 1953 343p \$5

Original Italian edition published in Milan, 1939. This abridged English translation first published in Great Britain, 1953

"Biographical study of the famous lady of the intriguing Borgia family." American news of books

BLAIR, CLAY, 1925-

Atomic Submarine and Admiral Rickover; illus. with photographs. Holt 1954 277p illus \$3.50

The story of the "Nautilus," the U. S. Navy's first atomic submarine. It is a portrayal of the resourceful and pugnacious man who wanted to build it, Admiral Hyman C. Rickover, about the opposition he met from within the Navy, and some of the engineering and construction problems he faced as well

BREIHAN, CARL WILLIAM, 1916?-

Complete and Authentic Life of Jesse James; with an introduction by Homer Croy. Fell 1953 287p 31 plates \$4.50

In this biography based on years of research, the author details every known fact about the noted outlaw, Jesse James, including the exploits of the men and women desperadoes associated with him

BRUCKNER, LEONA S.

Triumph of Love; an unforgettable story of the power of goodness. Simon & Schuster 1953 213p illus \$3

"The author tells of their triumphant struggles toward adjustment in raising as near to normal as possible their infant son, Billy, born without arms." *American news of books*

HEYWOOD, ANNE, 1915?-

Be Yourself. Doubleday 1954 189p \$2.95

The authors analysis is "based on six year's activities in her Career Changing Clinic. From her main task—steering personalities into fields where they can best use their resources, she goes into different job fields and from her counseling emerges her philosophy of 100% effectiveness in life." *Kirkus*

KLEIN, ALEXANDER, 1918- ed.

Courage Is the Key. Twayne 1953 287p \$3.75

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SIMPSON, ALYSE

Red Dust of Kenya. Crowell 1954 282p \$3.50

First published in England 1952 under title: *Red dust of Africa*

An account of pioneering in Kenya thirty years ago. The author, a Swiss, married a young Englishman who had just bought a deserted African farm. As she writes of their first five years in this remote and desolate spot, she contrasts the life there with her pleasant memories of childhood in Switzerland

SOTHERN, EDWARD HUGH, 1859-1933

Julia Marlowe's Story; ed. by Fairfax Downey. Rinehart 1954 237p illus \$3.50

The life of the beautiful and talented actress Julia Marlowe, as told to her husband and co-star, E. H. Southern, before his death in 1933 and, at her request, withheld from publication till after her own death in 1950. The illustrations—photographs are from the actress' own collection and from the theater collection of the New York Public Library

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TREFFLICH, HENRY

They Never Talk Back, as told to Baynard Kendrick. Appleton 1954 246p illus \$3.50

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WILLIAMS, JAMES HOWARD

Bandoola; illus. by Henry C. Pitz. Doubleday 1954 256p illus \$3.50

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ANTHOLOGIES

FREMANTLE, ANNE (JACKSON) 1909- ed.

Treasury of Early Christianity; ed. with an introduction by Anne Fremantle. Viking 1953 625p \$6

Contains letters, essays, poetry, meditators, creeds and councils collected under the headings: The Christian ideal; The martyrs; The arguments; attacks and apologies; The definitions; Life of prayer; The monks; Poetry

ROSS, JAMES BRUCE, 1902- ed.

Portable Renaissance Reader; ed. and with an introduction, by James Bruce Ross and Mary Martin McLaughlin. Viking 1953 756p (Viking portable lib) \$2.50

With the aim of showing forth the people, their ways, and their treasures of literature, the editors have covered both the Italian and the North European Renaissance, from about 1400 to 1600. Material is collected under five general headings: An age of gold; The city of man; The study of man; The book of nature; The kingdom of God

CONQUERED HEIGHTS

HUNT, SIR JOHN, 1910-

Conquest of Everest; with a chapter on the final assault by Sir Edmund Hillary; foreword by H.R.H. the Duke of Edinburgh. Dutton 1953 300p illus 48 plates map \$6

"The leader of the British group that attacked Mount Everest in May 1953 recounts with care the meticulous planning and preparations, and the progress of the expedition in its successful ascent. He pays special tribute to the men, both British and Sherpa, who worked together so well, and to the contribution of all previous expeditions. . . Appendixes give technical information on equipment." Bkl.

ENGLISH POLITICAL ORATORY

CHURCHILL, SIR WINSTON LEONARD SPENCER, 1874-

Stemming the Tide; speeches 1951 and 1952; ed. by Randolph S. Churchill. Houghton 1954 379p \$5

Contains the 50 speeches that Winston Churchill made during the first two years after his return to office as Britain's Prime Minister in 1951 and 1952. Selected by his son Randolph Churchill

FACTS VS. FICTION

HUFF, DARRELL, 1913-

How to Lie with Statistics; pictures by Irving Geis. Norton 1954 142p illus \$2.95

A "humorous dissertation on statistical prevarication. The sample with the built-in bias, the well-chosen average, the insignificant difference, the one-dimensional picture, and the unwarranted assumption are among the subjects treated." Hunting

FOLKLORE

LEACH, MARIA

Soup Stone; decorations by Mamie Harmon. Funk 1954 160p illus \$2.75

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IT HAPPENED IN AMERICA

DUTTON, WILLIAM SHERMAN, 1893-

Stay On, Stranger! An Extraordinary Story of the Kentucky Mountains. Farrar, Straus 1954 79p \$1.75

The experiences of Alice Lloyd, from Boston, who established 15 high schools and the Caney Junior College in the Kentucky mountains

Condensed version appeared in the "Reader's digest"

LEWIS, MERIWETHER, 1774-1809

Journals of Lewis and Clark; ed. by Bernard De Voto; maps by Erwin Raisz. Houghton 1953 lii, 504p maps \$6.50

This condensation is based on "Original journals of the Lewis and Clark expedition," edited by Reuben Gold Thwaites, published in 1904-1905

"After the United States acquired the Louisiana Territory in 1803, Thomas Jefferson sent Meriwether Lewis and William Clark to explore it. They kept a record of their journey." Hunting

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Woodrow Wilson and the Progressive Era, 1910-1917. Harper 1954 331p illus maps (New American nation ser) \$5

"This book represents an attempt to comprehend and recreate the political and diplomatic history of the United States from the beginning of the disruption of the Republican party in 1910 to the entrance of the United States into the First World War in 1917." Preface

SETON, ERNEST THOMPSON, 1860-1946

Ernest Thompson Seton's America. . . Ed. with an introduction by Farida A. Wiley; with contributions by Julia M. Seton and drawings by Ernest Thompson Seton. Devin-Adair 1954 xxiii, 413p \$5

"Selections from the writings of the artist-naturalist." Subtitle

"In making these selections from some forty books . . . and a vast number of magazine articles, I have endeavored to give the reader an impression of Ernest Thompson Seton's diversified abilities." Introduction

MENTAL HEALTH

MCLEOD, LAWRENCE SPURGEON, 1887-

Mental Health in the Home. Bookman Associates 1953 243p \$3.50

"The book attempts to present in fairly concrete form some of the fundamental, recognized facts and principles of child guidance, wholesome personal adjustments, and happy family relationships." Preface

OVERSTREET, HARRY ALLEN, 1875-

The Mind Alive (by) Harry and Bonaro Overstreet. Norton 1954 333p \$3.75

The authors describe the obstacles which interfere with mental health. They show how to prevent these obstacles from causing the anxieties and tensions which block the healthy expression of our personalities

PHILOSOPHY

CAMUS, ALBERT, 1913-

The Rebel; with a foreword by Sir Herbert Read. Knopf 1954 273p \$4

The author describes how the theories of philosophers have been used with disastrous effect by political leaders from the French Revolution through the nihilist revolutions of Russia and the governments of Lenin, Hitler and Stalin. The conclusion calls for a return to a political philosophy having as its aim the happiness and development of living human beings

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The author "discusses the fate of the Jews all over the world, relating actions with prevailing ideas and social conditions through the centuries, and for modern times notes outstanding Jewish contributors to the lives of their nations. The devolving beliefs of Jews themselves is also given consideration." Kirkus

HOFFMAN, SYLVAN, 1891- ed.

News of the World; a history of the world in newspaper style; Sylvan Hoffman, editor; C. Hartley Grattan, associate editor; with a foreword by Crane Brinton. Prentice-Hall 1953 208p illus \$6

This large-size book presents world history from earliest times to 1951 in tabloid newspaper format, each era in a 4-page section giving news stories, editorials, features, etc. telling the events of each period in easy-to-read fashion, with illustrations

A SHIP'S LOG

DUGAN, JAMES

Great Iron Ship. Harper 1953 272p \$3.50

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"Adventures while traveling in Mexico reported by an observing writer with a sense of humor." American news of books

CHIANG, YEE, 1903-

Silent Traveller in Dublin; written and illus. by Chiang Yee. Day 1953 146p illus \$7.50

"The author describes Dublin in text and colored plates, and the reader sees familiar places through sensitive Chinese eyes." Hunting

HARRER, HEINRICH, 1912-

Seven Years in Tibet; tr. by Richard Graves. Dutton 1953 314p 37 plates map \$5

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"The author escaped from the British in India in (World War II) and found asylum in Lhasa where he became tutor to the Dalai Lama. There too, he lost his Nazi fanaticism and concludes his book with a plea for understanding of his adopted country." Kirkus

WORLD WAR II

COBB, ALICE

War's Unconquered Children Speak; with an introduction by Sophia L. Fahs. Beacon Press 1953 244p illus map \$3.50

"Stories recorded while the author was visiting children and young people living in ruined towns, tent cities, and D.P. camps in Europe and the Middle East. May help teachers, social workers, and civic leaders to understand problems of displaced persons in their communities." Bkl.

MONTAGU, EWEN EDWARD SAMUEL, 1901-

The Man Who Never Was; with a foreword by Lord Ismay. Lippincott 1953 160p illus map \$2.75

A "now it can be told" story of secret Operation Mincemeat. This was a carefully prepared ruse involving planted documents on a floating body which successfully misled the German commanders as to the Sicily invasion. Told by the British naval officer who originated the plot

YOUNG PEOPLE

BIALK, ELISA

Marty. World Pub. 1953 221p front \$2.50

"Marty, pretty and pampered, gets a job covering an eastern golf match for her local paper in order to be near playboy Don Baxter whom she has been dating. . . Business reverses make it necessary to continue her job and give

BIALK, ELISA—*Continued*

up college for a year, separating her from her old crowd but bringing her new self-reliance and a new boy friend." Library journal

DICK, TRELLA LAMSON

Tornado Jones; illus. by Mary Stevens (pseud.). Wilcox & Follett 1953 286p illus \$2.95

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"Living on an isolated farm with his Gram has made young Tornado a lonely retiring boy, until a contemporary, Paul Travis, comes to live nearby and the two gradually become friends. Among their adventures is the discovery of a team of anthropologists digging for Woodland Indian relics in a nearby canyon." Kirkus

HUBBARD, MARGARET ANN, 1909-

Halloran's Hill. Macmillan 1953 248p \$2.50

"Young Chap Chandler's desire to be an engineer is (unfolded) in this regional mystery centered on railroad life near Duluth at the turn of the century." Kirkus

HURD, EDITH (THACHER) 1910-

The Devil's tail; adventures of a printer's apprentice in early Williamsburg; illus. by Clement Hurd. Doubleday 1954 216p illus \$2.75

"From Frederick County (Young Tom Cartwright) comes to town to work for James Purdie, a patriot who has broken with his partners to start his own 'Gazette.' Lord Dunmore, the foppish governor, adds fuel to the fires of colonial resentments, and, to parallel the national events . . . there are the local feelings climaxing when Lord Dunmore tries to take a powder supply and when Tom himself prints the Declaration of Independence." Kirkus

MCGEE, DOROTHY HORTON

Boarding School Mystery. Dodd 1953 249p \$2.50

"When Joan Sawyer came to boarding school in South Carolina, she had to make good on her own. After many setbacks, Joan risks unpopularity in her efforts to cheer up a homesick French girl. There is mystery surrounding a deserted plantation near the school and Joan and her friends become involved." Hunting

MULCAHY, LUCILLE

Dark Arrow; illus. by Herbert Danska. Coward-McCann 1953 209p illus \$2.50

"Younger Brother was a Tewa Indian boy who lived hundreds of years ago in the cliffs of New Mexico. This is the story of his growth to manhood during the excitement of a big hunt and an enemy attack on his village." Retail bookseller

NEWELL, HOPE (HOCKENBERRY) 1896-

A Cap for Mary Ellis. Harper 1953 200p front \$2.50

"Mary Ellis knew that it was an honor that she and Julie Saunders had been chosen,

over all the other Negro students who had taken the exam, to enter the nursing school at Woodcrest. This was the first time that Negro students had been admitted, and it was up to them to make good." Hunting

STERLING, DOROTHY, 1913-

Freedom Train; the story of Harriet Tubman; illus. by Ernest Crichlow. Doubleday 1954 191p illus \$2.50

Story of Harriet Tubman, born a slave, who used the Underground railroad to conduct more than 300 of her fellow slaves to freedom during the Civil War. Later she settled in Auburn, New York, where she devoted herself to the relief of her people

SUBTEEN

BAKER, MARGARET JOYCE, 1918-

Homer Sees the Queen; pictures by Garry MacKenzie. McGraw 1953 153p illus (Whittlesey House publications) \$2.50

Sequel to: Homer the tortoise

Homer the tortoise takes the lead "in the adventures of the Brown children during their visit with their aunt in London. He gets lost in the British Museum, acquires a family, and plays the part of a ghost; all this in addition to the excitement of the coronation." Library journal

CAUDILL, REBECCA, 1899-

Saturday Cousins; pictures by Nancy Woltemate. Winston 1953 120p illus \$2.50

"Every weekend the six Saturday cousins visited each other, either at Aunt Callie's or at Aunt Evvie's. Among their many friends were Mr. Bertie, who kept store and had a talking machine, and Mr. and Mrs. Beg-Pardon Smith who owned a player piano and an automobile. This is a . . . story of children who lived in Kentucky about forty years ago." Library journal

LOVELACE, MAUD (HART) 1892-

Winona's Pony Cart; illus. by Vera Neville. Crowell 1953 117p \$2

"Winona's eighth birthday party, around the turn of the century, is full of surprises, for her mother because Winona has invited a lot of extra children unbeknown to her family, for Winona herself because she gets the pony cart she wanted so much but thought she would never have." Publishers' weekly

MILHOUS, KATHERINE, 1894-

Appolonia's Valentine. Scribner 1954 unp illus \$2

In a one-room school in Pennsylvania the teacher showed the children how to make cut-out valentines to be sent as "tokens of love and friendship" to their friends. This story tells how Appolonia who wasn't good with scissors succeeded in making the valentine chosen to be sent to a little French boy

CURRENT LIBRARY FAVORITES

The figures represent the combined standing of each book based on reports from the public libraries of: Baltimore, Birmingham, Buffalo, Cleveland, Dallas, Denver, Des Moines, Detroit, Indianapolis, Kansas City, Los Angeles, Louisville, Memphis, Milwaukee, Minneapolis, Newark, New Orleans, New York City, Pittsburgh, Portland, Salt Lake City, San Francisco, Seattle, Springfield, and Toronto.

FICTION	NONFICTION
SHELLABARGER. <i>Lord Vanity</i>	103 MAUROIS. <i>Lélia</i>
CRONIN. <i>Beyond This Place</i>	91 PEALE. <i>The Power of Positive Thinking</i>
JONES. <i>From Here to Eternity</i>	79 SHEEN. <i>Life is Worth Living</i>
HILTON. <i>Time and Time Again</i>	73 BRODY. <i>Gone with the Windsors</i>
THOMPSON. <i>Not as a Stranger</i>	64 LINDBERGH. <i>Spirit of St. Louis</i>
PATON. <i>Too Late the Phalarope</i>	56 KEYHOE. <i>Flying Saucers from Outer Space</i>
KANE. <i>The Lady of Arlington</i>	52 ICKES. <i>Secret Diary of Harold L. Ickes</i>
WOUK. <i>Caine Mutiny</i>	47 MARSHALL. <i>A Man Called Peter</i>
SELINKO. <i>Desirée</i>	47 WHITE. <i>Fire in the Ashes</i>
SOUBIRAN. <i>The Doctors</i>	41 KINSEY. <i>Sexual Behavior in the Human</i>
WILLIAMS. <i>The Unconquered</i>	39 Female
YERBY. <i>Devil's Laughter</i>	36 HOLBROOK. <i>Age of the Moguls</i>
BELLOW. <i>Adventures of Augie March</i>	35 CHURCHILL. <i>Triumph and Tragedy</i>
GANN. <i>High and Mighty</i>	33
URIS. <i>Battle Cry</i>	27
WELLMAN. <i>The Female</i>	23
WYLIE. <i>Tomorrow</i>	16